

PERSONAL INFORMATION

Consuella Oana Cristina Efrim



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Sex F | Date of birth 03/01/1977 | Nationality Romanian

WORK EXPERIENCE

Nov. 2012 - present

Owner, Wellbeing Programs&People Developer, Trainer, Coach and Counsellor SC Utopia Ways SRL

- Group and Individual Training, Personal Development & Holistic Therapy for adults and children
 - Creation of Informal Education programs for children
 - Parenting Consultancy/ Training and Support
 - Company Training (professional development)
- Business or sector** - Education , Health& Wellbeing

Aug 2008 – Oct 2012

COO - Chief of Operations

SC good.bee SRL (JV between ERSTE Group, ERSTE Foundation and BCR)

- Strategic, tactical and short-term operations management - the development, design, operation, and improvement of the systems that create and deliver product and services;
 - Develops and administers operational administrative policies
 - Provides information for the organization's activities evaluation
 - Initiates and assists in developing policy recommendations and in setting priorities
 - Executes any and all agreements, contracts, documents, certifications, audits and instruments necessary or convenient in connection with the management, maintenance and operation of the business or in connection with managing the affairs of the Company.
- Business or sector** - Banking Services

Nov 2007 – Aug 2008

Deputy Operations Director for Romania

SC CallPoint New Europe (Tellus)

- Project Management (for Top Clients)
 - Client Partnership Managing
 - Reports Analysing
 - Financial & Results Responsibilities
 - Business Development Involvement
 - Developing Internal Leadership & Training
 - Working Procedures Approvals and Review
 - Evaluations Procedures Approval and Review
 - Payroll; Forecast;
- Business or sector** - Services (Contact Centre Ops)

Aug 2007 – Nov 2007

CEO**SC Matrix Consult SRL**

- Management Consultancy
 - Commercial contracts with contact centers to be (investors in CC industry)
 - Defining the start-up steps and procedures
 - Select the management crew for the investors
 - Training the selected management crew in CC activities
 - Training the management crew to select personnel
 - Training the trainer
 - Strategies for commercial approach for the investor
 - Train the management crew for commercial approach of prospects
 - Train the management crew for quotations purpose
 - Defining the entire range of internal and operational procedures
 - Commercial and Financial Responsibilities
- Business or sector** Services (Contact Center Ops.)

Apr 2006 - Jul 2007

Help Desk Manager**PSS - Prosoft Solutions (IBM Italy)**

- HELP-DESK START-UP(Recruiting and Trainings)
 - HELP DESK INTERNAL ORGANIZATION
 - people management;
 - financial results responsibility;
 - internal procedures;
 - review working process;
 - salaries and client invoicing;
 - client management;
 - complaints management;
 - skills and results evaluation
- Business or sector** - IT&Services (Contact Center Ops.)

Feb 2004 – Apr 2006

General Manager (previously Head of Recruitment and Training)**Global Remote Services**

- INTERNAL MACRO - ORGANIZATION
 - SUPERVISORS/ TEAM LEADERS EVALUATION
 - ECONOMIC QUOTATIONS
 - PROJECT PLANNING and IMPLEMENTATION
 - IT&C PROJECT SUPERVISING
 - ACTIVITY/ CLIENT/ PROJECT IMPLEMENTATION
 - DEFINING PROCEDURES AND REPORTS
 - CLIENT MANAGEMENT
 - CLIENT'S INVOICING
 - BANK OPERATIONS
 - MONTHLY EMPLOYEE'S SALARY & BENEFITS
 - EFFICIENCY ANALYSIS
 - CC SERVICES SALES ON LOCAL MARKET
 - Selection of personnel;
 - Training of the sales agents;
 - Project definition and implementation;
 - Supervising contact center productivity;
 - Statistics and reports analyses;
- Business or sector** - Services (Contact Centre Operations)

Sep 2003 – Feb 2004

Sales Manager
SC Connet-RO SRL

sales negotiations and contracts
creating managing and reporting all the necessary statistics
managing all the Client's Requests or Complaining
creating and organizing Access and Excel Company
complete Data Base
Business or sector IT (Point 2 point connection – Internat. and National telephony & Internet Services)

Sept 2002 – Jul 2003

Operations Director& Deputy Administrator
SC Telint Consult SRL

business strategic development
telesellers and telesales activities coordination
sales and up-sales increasing projects
marketing, telemarketing, teleselling trainings development
operators and activities internal organization
managerial call-centre techniques development and monitoring
personnel selection and training (marketing, telemarketing, teleselling and cosmetology)
Business or sector - Services (Contact Centre Operations)

Feb 2001 – Sept 2002

Consultant Assistant Manager
L&G Contex SRL

Commercial correspondence
Negotiation
On Client side – Personnel Recruitment.
Business or sector - Services (Consultancy)

Apr. 1997 – Feb. 2002

Surveyor
SC ISI Romania Supervise SRL

reports and documents of survey activity
Business or sector - Services (Quality And Quantity Survey)

Mar 1996 – Apr. 1997

Secretary
SC Noel Impex SRL

commercial correspondence, negotiation, preparing and assisting import documents /procedures
Business or sector - Commerce (Import-Export)

EDUCATION AND TRAINING

Mar 2017

Authorized Counsellor through Combined Arts (by ANRC)

Nov 2015

Authorized Counsellor in Personal Development (by ANC)

May 2014 – Mar 2015

NLP MASTER (ARONLP & EANLP)
European Association & Romanian Association of Neurolinguistic Programming

Mar 2014 – Jun 2014

Psycho-Pedagogy Professional Qualifying Course
Prof. Dr. Florian Colceag (Gifted Education Certified Specialist)

Mar 2013

Certified Mediator & UNMR member
Romanian Union of Mediators & Medierea.ro

Oct 2012- Jun 2013

NLP Practitioner (ARONLP & EANLP)
European Association of Neurolinguistic Programming

Dec 2013

Certified Authorised Trainer (by Labour and Education Ministry of Romania)

1996-2001

Actress – Performing Arts University – Film and Theatre Acting Stream

1991-1995

Italian High school Dante Alighieri – Certified Italian Language Skilled

WORKSHOPS AND STAGES

Jun 2015 – Nov 2015	<i>Consciousness, Science, and the Nature of Reality</i> course (Deepak Chopra & Menas Kafatos) – analysis on applications and implications of quantum physics
May 2015	Parentship training Democratic Education in Aware Parenting (in authorization process to be accredited as Parenting Instructor by Aletha Solter)
Sept 2014- Dec 2015	216 hours of professional training in Dance Movement Psychotherapy
Oct 2014 – May 2015	90 hours of professional training in Integrative Psychotherapy
Sept 2014	Effective PARENTING strategies - scientifically validated clinical models Dr. Dan Siegel & Multicultural Association of Psychology and Psychotherapy
Mar 2014	Dance Therapy in working with children (0-12 years) and authentic movement ARPDM & A.R.T.E. sustained by Sissy Lykou
Dec 2013	Somatic awareness and movement ARPDM & A.R.T.E. sustained by Susan Scarth
Mar 2013	Personal Space, human experience general formative dance therapy workshop ARPDM sustained by Andrea Mala
Mar 2013	Certified Medium by Charles Virtue
Nov 2012	Secret NLP - training Giacomo Bruno – Bruno Editori
Nov 2012	Coach 360 - training Giacomo Bruno – Bruno Editori
Nov 2012	NLP Coach - training Giacomo Bruno – Bruno Editori
Aug 2008-Sept 2008	Mobile Baking Payments & Innovative Solution Operations Wizzit - Johannesburg, South Africa
Jul 2004	Telesales skills and strategies T.A.C.T Consult & Trade
Aug 2000	Microsoft Sales Training Certificate Windows 2000 Professional Sales Training Microsoft

ADDITIONAL INFORMATION

Publications
Honours and awards

- Volunteer within neuroscientific Research Team (Lumos Labs) on Lumosity’s Human Cognition Project - A collaborative effort to accelerate cognitive research
- Founding Member of “Invata sa Zbori” Association 2014 (Education)
- Unique Author of Techniques Manual for call center operating in Italian language 2013 authorized by Labour Ministry
- Published in the Anthology of International Poetry Contest - Milano 1998
- 3rd international prize at International Contest of Poetry – Milano 1997
- 6th international prize at International Contest of Poetry – Milano 1999
- 8th international prize at International Contest of Poetry – Milano 2000
- President of Poetry Centre Centro Giovani e Poesia for Romania 1997-2001

PERSONAL SKILLS

Mother tongue(s) Romanian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
Italian	C1/2	C1/2	C1/2	C1/2	C1/2
English	C1/2	C1/2	C1/2	C1/2	C1/2

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
Common European Framework of Reference for Languages

Communication skills ▪ Extraordinary communication skills gained through my experience as people developer

Organisational / managerial skills

- Growing business and people
- Outstanding Training Skills
- Leadership (experienced responsibility for teams between 10 - 80 people)
- Operational thinking and macro organizational approach in developing innovative products/services
- People motivator

Job-related skills

- excellent people developer
- good command of quality control processes
- excellent communicator and human relationship managing
- creative and inspirational leadership
- motivational speaking

Computer skills ▪ good command of Microsoft Office™ tools, Internet, CRM Platforms

Other skills ▪ Psychotherapy; Neuroscience; Psychology; Poetry ; Literature; Arts.

Driving licence driving licence category since 1995

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