

MONICA ZIDARU

Marketing & Business Consultant

Zeed Consulting, LLC
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St. Louis, MO 63130

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monica-zidaru

EDUCATION

Columbia College Chicago, B.F.A. Graphic Design, 2016
St. Louis Community College, Associate of Arts (AA), Communications Degree, 2011

SUBJECT MATTER EXPERT

Proposal Management (RFPs, RFQs, SF330s)	Website Design (WordPress) Public/Private Proposals	Document Control & Quality Assurance
Business Development Capture Planning	Social Media	Decks, Presentations
CRM & Pipeline Management	Video Editing & Commercial Production	Event Planning & Coordination
Branding & Strategic Marketing	Marketing Campaigns & Email Marketing	Technical Writing, Proofreading, & Editing
Graphic Design (Adobe Suite)		



EXPERIENCE

Marketing & Business Consultant

Zeed Consulting LLC
St. Louis, MO
Jan. 2023 - Present

- **Proposal Management & Coordination:** Manage the entire proposal lifecycle, including reviewing RFPs/RFQs, summarizing requirements, and ensuring compliance through a detailed proposal matrix.
- **Business Development Support:** Identify and evaluate new sales opportunities via electronic bidding platforms (e.g., GovWin, Beta SAM), contributing to the opportunities pipeline and pre-qualification activities.
- **Document Development & Control:** Develop and maintain high-quality proposal materials, including resumes, references, SF330 forms, and sources sought responses, ensuring consistent formatting and branding.
- **Strategic Planning & Coordination:** Collaborate with teams on proposal strategies, team interviews, themes, and review processes; manage color team reviews to enhance submission quality.
- **Marketing & Communications:** Create and update website content, project profiles, and social media communications to strengthen client engagement and brand presence.
- **Operational Efficiency:** Oversee document control processes, maintain proposal libraries, and streamline submission workflows to meet fast-paced deadlines.
- **Business Consultation:** Research historic archives and documents, introduce clients to architects and consultants to help with their business, give advice on business proceedings.
- **Clients Include:** Professional Environmental Engineers, KAI, FaithGroup, Fusion Companies, St. Louis Haunted Mansion, St. Louis Paranormal Research Society, etc.

Marketing Manager

Fox Architects
Downtown St. Louis, MO
Feb. 2022 - Jan. 2023 / Feb. 2018 - Jan. 2019

- Managed the creation and submission of RFP/RFQ responses, ensuring high-quality, competitive proposals.
- Oversaw CRM operations, including weekly activity reporting and data exports.
- Supervised the Administrative Assistant, aligning efforts with marketing objectives.
- Planned and executed the firm's 40th Anniversary Party, managing event logistics, marketing materials, and online content creation.
- Designed and managed print and digital marketing collateral, improving brand consistency across all platforms.
- Directed social media strategies and website content management using WordPress, enhancing the firm's online presence.
- Conducted market research and client analysis to identify growth opportunities in targeted sectors.
- Facilitated strategic marketing and business development meetings, contributing actionable insights for firm growth.
- Wrote and published blogs, press releases, and announcements across various channels, including Instagram, Facebook, and LinkedIn.

Marketing Coordinator

Shannon & Wilson, Inc.
Maryland Heights, MO
Jan. 2019 - 2022

- **Proposal Management & Development:** Led the preparation of Prime and sub-consultant proposals,

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including SF330s, ensuring compliance with client requirements across public and private sectors.

- **Business Development:** Drove strategic pursuits with IDOT, MODOT, and other agencies, managing pre-qualification activities and fostering client relationships.
- **Capture Planning:** Collaborated with leadership to develop capture strategies, organize kick-off meetings, and facilitate go/no-go decision processes.
- **Marketing Material Management:** Directed the creation and maintenance of resumes, project profiles, and collateral to support strategic bids and pursuits.
- **CRM Oversight:** Administered and optimized CRM systems, ensuring accurate data tracking for pipeline management and business development efforts.
- **Post-Proposal Activities:** Coordinated debriefs and feedback collection to refine proposal processes and improve submission success rates.
- **Agency Compliance Management:** Streamlined and managed compliance documentation for IDOT, MODOT, and other key agencies to maintain readiness for qualification submissions.
- **Event Representation:** Strengthened the firm's visibility by representing the organization at conferences, exhibits, and networking events, enhancing industry presence.

Society for Professional Marketing Services (SMPs)

St. Louis Chapter

Director-at-Large, 2021

Sponsorship Director, 2020

- Created all event graphics for 2020-2021
- Coordinated monthly meetings with committee members
- Promoted and planned for programs including event sponsors
- Attend monthly Board meetings at S.M. Wilson
- Brought Hotel Saint Louis as a Platinum Sponsor
- Brought JM Films as a Platinum Sponsor
- Tracked all Sponsors benefits on monthly basis
- Helped coordinate successful program "Branding" and brought Atomicdust owner as host and speaker
- Winner of "Rookie of the Year" award in 2019
- Attended national Build Business conference in D.C.

Graphic Designer (Contract)

Nu-Calgon

St. Louis, MO

September 2017 - January 2018

- Sole (graphic design) creator of numerous big projects: Company Annual Meeting, AHR EXPO (ASHRAE-see

website for photos), AD in RSL magazine, Company Profile Brochure, Prize Catalog, iWave Product Line Brochure, Promotional Banners, custom flyer requests, etc.

- Assisted in re-sizing all company products for web
- Composed promotional banners for wholesalers
- Created Profile Brochure for 2017 Company Sales Meeting and Brochure for new iWave product line
- Co-produced Prize Catalog Brochure for Company Sales Department
- Produced several Company Newsletters
- Created fresh/new design layouts for Product Highlight Templates

Creative Specialist (Contract)

FormFast

St. Louis, MO

September, 2017

- Alleviated 85% of overall artwork/design deadlines for upcoming events
- Completed 14 projects in two weeks
- Created custom invitation for 2017 Company Gala and Infographic for 25 Years company celebration
- Assisted in re-sizing and formatting files in Photoshop
- Illustrated custom iconography and logos for ads & presentations
- Assisted in editing footage for 'Virtual User Group Meeting' Annual Event video with Adobe After Effects
- Developed concepts for new company logo

Graphic Design Intern

Second City Chicago (Art Department)

Chicago, IL

Feb 2015 - May 2015

- Developed the advertisements for The Second City's 'Sunday Bloody Mary Sunday' buffet style brunch & show.
- Developed design for T.V. Displays that ran during the show performance and design of the Playbill for Up Comedy Club's production of '#DateMe'
- Alleviated 25% of work with in-house designer for SC Training Center
- Created Grand Opening Playbill of The Second City's ETC stage production of 'Soul Brother, Where Art Thou'
- Assisted in Up Comedy Club advertising for upcoming comedians
- Transferred all files from QuarkXPress Catering Department import over to InDesign versions

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FORMFAST



SKILLS & INVOLVEMENT

INVOLVEMENT

SMPS Member 2018-Present
(Society for Marketing Professional Services) Sponsorship Director 2019-2020, Director-at-Large 2020-2021

Event Organizer for STL Design Week

AIGA Member (American Institute of Graphic Arts)

Volunteer for Cusp Conference 2014

DESIGN

Adobe Creative Suite: InDesign, Illustrator, Photoshop, Lightroom, Acrobat, Bridge, After Effects

Final Cut Pro

Web Design: WordPress, HTML & CSS

Apple: Keynote, Pages, Numbers

Microsoft: Outlook, OneNote, Word, Powerpoint, Excel

OTHER

CPR & First Aid (Trained & Certified)

Zumba Fitness Certification

Bilingual: English & Romanian

Psychic/Mediumship Clairvoyant

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REFERENCES

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KAI Enterprises
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Nicole Graeler

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Megan Hinrichsen

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Courtney Kinamore

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