

Andreea Ilie

Business Development Junior | Sales & Recruitment



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Junior business development and recruitment professional with **early entrepreneurial** and **freelance consultancy experience**. Background in **start-up development**, client-facing communication, and commercial growth support, with a strong interest in sales, recruitment, and relationship-driven business environments.

Key Skills	Operations Management	Staff Training & Development	Team Leadership
	Employee Engagement	Recruitment and Interviewing	Business Development
	Data Analysis (Sales and KPIs)	Stakeholder Communication	Talent Sourcing

Experience

Regional Business Development Partner, ElevAlte Automations

May 2026 - Present

Supporting the European expansion of an AI automation startup through **business development, lead generation, market mapping, client outreach, and pipeline creation**. Focused on identifying new commercial opportunities, qualifying prospects, and opening new market segments for AI automation solutions.

- Expanded **business development** into the accounting sector, opening a new **market vertical**.
- Conducted **prospecting, client outreach, and lead generation** to create new business opportunities.
- Supported **pipeline building, client acquisition, and partnership development** for AI automation solutions.

POS Manager, GoodNews Amsterdam

Aug 2025 - May 2026

Led recruitment, onboarding, and team performance in a fast-paced environment, improving sales and hiring outcomes and reducing absenteeism through data-driven strategies, staff development, and process optimization. Strengthened operational efficiency and team engagement during a period of leadership transition.

- **Reduced weekly absenteeism by 33%** by implementing targeted team engagement and motivation strategies.
- Led **recruitment, onboarding, and training processes**, and improved team performance.
- Generated **104+ new Google reviews per week** and **64+ new loyalty sign-ups per week** through customer engagement and in-store activation strategies.
- Improved operational efficiency by restructuring **task allocation between logistics and POS roles**, reducing workflow bottlenecks.
- Designed and delivered **product training programs** to increase staff engagement and drive sales performance.

Experience continued

University Assistant, Conservatorium van Amsterdam

Sep 2024- Aug 2025

Redesigned the connection between music theory and performance, improving student engagement and reducing burnout through tailored, student-centered teaching approaches.

- **Achieved 0% absenteeism** among at-risk students by implementing personalized learning structures and flexible scheduling
- Improved student engagement by **simplifying complex theoretical concepts and aligning them with practical application**
- Delivered specialized support for students with ADHD, anxiety, depression, and anhedonia, **increasing retention and participation**

Events Director, Totem Consulting

Aug 2020 - May 2022

Co-founded Totem Consulting with my father and helped develop its classical music division. The role combined freelancer recruitment, consultancy, and event development: I sourced and supported musicians, helped shape their professional image, and created event project plans that could be pitched to cultural partners and clients.

- Conducted **business development** and **client outreach** through personal and professional networks.
- Secured and **managed client partnerships** with major cultural partners, including the **Paul Constantinescu Philharmonic (top 10 nationally)**.
- **Sourced, screened, and qualified freelance candidates** for cultural projects.
- Supported **candidate positioning** by building artists' professional image through recording studio, photo, and video tools.
- Developed event concepts and **pitched tailored solutions** to clients and cultural institutions.
- Managed the **full process** from talent sourcing to client delivery, mirroring a 360 recruitment cycle.

Education

University	Bachelor of Music, Bassoon Conservatorium van Amsterdam	2020 - 2024
Short Courses	CRM Software Training HubSpot	2025
	Google Analytics 4 Analytics Academy	2025
	Educational Psychology Alison	2024
	Basics of Counselling and Psychotherapy Academy of Modern Applied Psychology	2024

References

Available on request as well as on www.andreeailie.nl
