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Profile:

Dynamic Growth Marketing and Paid Media Specialist, with strong expertise in e-commerce and lead generation for B2B and B2C. Previously at WPP, UNIQLO, and Tiffany & Co. Extensive work with major clients including the Wall Street Journal, London Business School, VISA, AXA, Bridgestone, David Yurman.

Core Competencies:

- Growth Strategist
- Paid Media Specialist
- Lead Expert: B2B, B2C
- E-commerce Performance & Management
- Team Leadership & Development
- Marketing Communications

Professional Experience:**Senior Digital Marketing Manager (Corporate)**

Energy Saving Trust, London, UK: July 2024 - Present

- Create and implement targeted digital marketing campaigns using a mix of SEO, paid search, Paid social, organic content, and email marketing to drive engagement and conversion.
- Work closely with program marketing managers to refine and enhance landing pages and user interfaces, ensuring optimal user experience and higher conversion rates.
- Develop and manage strategic relationships with top digital media platforms to stay current with industry trends and innovative marketing practices.
- Oversee the strategic allocation of marketing budgets, focusing on cost-effective tactics that maximize ROI and enhance lead quality.
- Utilize advanced analytics and data tools to gain deep insights into customer behavior, optimizing marketing strategies and improving lead nurturing processes.
- Lead and inspire a team of digital marketers, promoting a culture of innovation, continuous improvement, and excellence in campaign execution.
- Regularly evaluate and report on the performance of marketing campaigns, providing actionable insights and recommendations to stakeholders.
- Experiment with and adopt new digital marketing techniques, collaborating with program managers to test and scale successful strategies, expanding reach and engaging new audiences.
- Develop comprehensive content marketing plans, including blogs, whitepapers, and case studies, to support lead generation and nurturing efforts.
- Implement A/B testing to determine the most effective marketing strategies and continuously improve campaign performance.

Paid Media Lead (Contractor)

Magic Agency, London, UK: Jan 2024 - July 2024

- Design comprehensive paid media strategies for B2B and B2C lead generation, ensuring alignment with the organization's performance objectives.
- Work closely with the web team to refine user experiences on landing pages, improving conversion rates.
- Develop and maintain partnerships within media platforms to stay updated with the latest digital marketing trends and secure promotional opportunities.
- Manage entire media budget, tailoring strategies to optimize ROI and improve lead quality
- Implement advanced analytics and CRM integrations with platforms like Marketo and GoHighLevel, enriching lead quality insights and refining lead management processes.
- Lead and mentor a dynamic team, encouraging professional development and superior campaign results.
- Regularly monitor campaign performance against KPIs, providing detailed reports and actionable insights to all stakeholders.
- Develop and test new marketing channels and approaches to expand reach and engage untapped audiences, integrating successful pilots into broader marketing strategies.

Paid Social Director

Msix & Partners, London, UK: March 2022 - December 2023

- Oversaw global paid social campaigns, managing a monthly budget of over half a million pounds across all major social media platforms.
- Leveraged LinkedIn's global B2B facilities at CBRE to engage key international real estate stakeholders, successfully meeting awareness and lead generation objectives.
- Concentrated on enhancing growth and broadening market influence for elite clients, including Wall Street Journal, Whirlpool, Karo, and S C Johnson.
- Achieved a YoY sales growth of over 10x for David Yurman in the UK by leveraging e-commerce strategies.
- Developed and executed worldwide strategies, aiding brands in entering and thriving in multiple markets - Discovery, London Business School, Bridgestone
- Successfully managed talent, with 100% of the team receiving promotions or salary raises under my leadership.

Biddable Manager (Contractor)

Publicis Media, London, UK: Sept 2021 - March 2022

- Crafted and executed global digital advertising strategies for renowned brands like AXA insurance and Visa Electron.
- Managed over a million pounds budget, optimizing funds on search and social channels.
- Collaborated with internal teams to produce high engaging assets for ad campaigns.
- Served as the primary contact for clients, managing and nurturing client relationships to ensure satisfaction and ongoing collaboration.
- Created and delivered detailed reports with insights, learnings, and recommendations to optimize future campaigns and improve overall marketing performance.

Digital Performance Manager

Hyve Group, London, UK: November 2019 - February 2021

- Led the development of global exhibitions through strategic marketing across multiple channels.
- Managed a significant digital marketing budget, focusing on brand growth and optimizing ROI.
- Achieved an impressive ~4x ROI, demonstrating expertise in attracting both B2B and B2C attendees.
- Coordinated with cross-functional teams to enhance user engagement and improve the overall attendee experience.
- Utilized data analytics to monitor campaign performance, providing actionable insights to refine strategies and drive continuous improvement.

Digital Marketing Manager

BoostRoom LTD, London, UK: Jul 2018 - Nov 2019

- Developed and managed the marketing calendar to align with business objectives.
- Coordinated cross-functional service teams to ensure seamless execution of marketing initiatives.
- Established budget allocation and channel distribution for optimized marketing spend.
- Generated comprehensive KPI reports to track performance across paid channels and overall e-commerce.
- Analyzed consumer behavior across various channels (AdWords, email, social media) to inform strategic decisions.
- Evaluated conversion funnels, identified losses, and implemented optimization strategies.
- Performed competitive analysis, including advertising, newsletters, social media, product assortment, and promotions.
- Coordinated internal teams and freelancers to deliver cohesive marketing campaigns.
- Managed Google AdWords and Facebook Ads campaigns, including remarketing, RTB, and special projects.
- Developed the Strategic Marketing Plan by conducting market research, defining target audiences, setting clear objectives, formulating comprehensive strategies across all channels, and designing go-to-market strategies for new launches
- Led email marketing initiatives, including timing and assortment setup, A/B testing, and ongoing improvements.

E-commerce Omnichannel Coordinator

Uniqlo, London, UK: Jun 2017 - May 2018

- Assist in expanding the Omni Channel business through all available shopping channels i.e. integration of digital, ecommerce, brick and mortar, mobile.
- Help develop business cases which identify and communicate best practices.
- Recognize high level costs and measure KPIs according to industry standards and internal expectations.
- Collect data and report statistical analysis.
- Work closely with the Store operations team and ensure signoff for all in-store initiatives
- Liaise with the Visual Merchandising team to ensure all in store communication is as required.

- Communicate with the Facilities and Store-design department in order to implement all the necessary equipment to support the in-store initiatives.
- Conduct and train all store staff on the Ecommerce website and the multichannel processes.
- Work closely with every department to ensure all Omni Channel initiatives are delivered accordingly
- Be the point of contact for any issues raised and investigate and resolve any discrepancies within the processes.
- Ensure the brand remains above industry standards within the service offerings through competitive reviews.

Ecommerce CRM Specialist with english and italian language support

Uniqlo, London, UK: Feb 2016 - May 2017

- Create and develop email campaigns, both automated and newsletters, to enhance customer engagement and retention.
- Integrate the till system with the CRM system to achieve a single customer view, enhancing the customer database and knowledge.
- Improve customer satisfaction rates, stimulate revenue growth, and monetize the existing customer base.
- Execute offline CRM initiatives, such as communications to explain procedural and logistical changes.
- Make and implement recommendations to improve campaign performance, leveraging data and customer insights.
- Implement CRM policies for the Italian and UK markets, ensuring tailored strategies for each region.
- Report on CRM and data-collection activities, providing actionable insights to stakeholders.
- Create processes to deliver best-in-class CRM activities, ensuring a competitive edge in customer relationship management.

Education

University of Bucharest, Romania

- **Master's Degree:** Business Administration and Management | *October 2013 - July 2015*
- **Bachelor's Degree:** Business Administration | *October 2010 - July 2013*

Certifications:

- Meta Certified Media Planning Professional
- Meta Certified Media Buying Professional
- LinkedIn Marketing Solutions Fundamentals
- X (Twitter) Ads Manager

Languages: English, Italian, French > Romanian