

**Ovidiu OPRAN**

Phone: +44 7518178414;

Email: ovi.opran@boostbyovi.com

LinkedIn: [www.linkedin.com/in/ovidiu-opran-19b8b4122](https://www.linkedin.com/in/ovidiu-opran-19b8b4122)

**Profile:**

Paid media & performance marketing expert with expertise in e-commerce and B2B/B2C lead generation. Managed £20M+ in ad spend at WPP – GroupM and Publicis, driving growth for brands like Wall Street Journal, VISA, AXA, David Yurman and Bridgestone

**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

- Oversee the strategic allocation of marketing budgets, focusing on cost-effective tactics that maximize ROI and enhance lead quality.
- Lead and inspire a team of digital marketers, promoting a culture of innovation, continuous improvement, and excellence in campaign execution.
- Manage and coordinate relationships with external agencies, acting as the primary point of contact and ensuring alignment of goals, timelines, and deliverables between internal stakeholders and the agency.
- Develop and manage strategic relationships with top digital media platforms to stay current with industry trends and innovative marketing practices.
- Utilize advanced analytics and data tools to gain deep insights into customer behavior, optimizing marketing strategies and improving lead nurturing processes.
- 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.
- Regularly evaluate and report on the performance of marketing campaigns, providing actionable insights and recommendations to stakeholders.
- Work closely with program marketing managers to refine and enhance landing pages and user interfaces, ensuring optimal user experience and higher conversion rates.
- 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 Social Director**

Msix & Partners, London, UK: Jun 2021 - Jul 2024

- 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
- Served as the primary contact for clients, managing and nurturing client relationships to ensure satisfaction and ongoing collaboration.
- Successfully managed talent, with 100% of the team receiving promotions or salary raises under my leadership.

## **Biddable Manager (Contractor)**

Publicis Media, London, UK: Jan 2021 - Jun 2021

- 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: Aug 2018 - Jan 2021

- Working closely with department heads across product development, marketing and sales to develop robust campaign strategies.
- Using Marketo smart lists for CRM and leads quality analysis
- Developing multi channel strategy for paid social, PPC, display and video campaigns
- Managing budget for all digital marketing channels
- Leading paid media strategy to support brand objectives and business revenue targets.
- Responsible for development, management and optimisation of all paid media activity across multiple channels, including paid search, programmatic and paid social campaigns.
- Working with the brand managers to develop tactical plans and strategies and increase ROI.
- Regular analysis and reporting on campaign performance against budgeted spend and targets, for each performance marketing channel to ensure campaign success.
- Coordinating relationships with digital agency and identify new opportunities to improve performance
- Keep up-to-date with relevant technologies and identify further opportunity areas for growth and optimisation.
- Collaborated with a wide variety of internal teams; SEO, Email marketing, Social organic Web development, CRM, Global branding, PR.

## **E-commerce Omnichannel Coordinator**

Uniqlo, London, UK: Jul 2016 - Aug 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 all 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**

Tiffany & Co, London, UK: Aug 2015 - Aug 2016

- 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 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 all regions
- 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