

Contact

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Top Skills

Online Research
Marketing Research
Online Lead Generation

Languages

English (Full Professional)

Andrei Ungurianu

Head of Marketing at Digitalya
Iași, Romania

Experience

Digitalya OPS

1 year 3 months

Head of Marketing

February 2023 - Present (10 months)

Performance Marketing Manager

September 2022 - February 2023 (6 months)

Iași, Romania

0+ (zeroplus)

Podcast Producer

April 2018 - Present (5 years 8 months)

Iași, Romania

- Editing and putting together the audio for each episode
- Posting episodes on all major podcast platforms (SoundCloud, Spotify, Apple Podcasts, Google Podcasts, etc)
- Editing and publishing the episodes on YouTube
- Growing the newsletter subscribers
- Creating dedicated landing pages for special campaigns (launching ebooks, special episodes for selected audiences)
- Social media ads to promote each episode and other endeavors meant to increase the number of subscribers

Pixelgrade

Product Marketing Manager

May 2018 - September 2022 (4 years 5 months)

Iasi County, Romania

- Contributed to creating, growing, and managing a community of creative professionals with 50+% open rates and 10+% click rates
- Doubled our conversion rate by implementing numerous conversion optimization tactics for product and services pages
- Doubled our monthly revenue by:

- running various cross-channel marketing campaigns including implementing email automation for our freemium and premium customers to guide them towards a purchase
- doing an SEO Audit and implementing SEO best practices through which we got on the first results page with multiple pages
- increasing our Affiliate program and improving the communication with our affiliates,
- signing several partnerships with brands like Hubspot, WPBeginner, Cloudways, and other big players to promote our products and blog content
- Created and managed many Social Media Ads experiments, including automated retargeting, unique discount campaigns, promoting blog posts, etc.
- Conducted customer discovery calls to gather feedback on our products and customer support and to validate product ideas. The results greatly influenced our product strategy and marketing efforts
- In charge of all product launches from start to finish: positioning, message, channels, implementation, success tracking
- Improved the customer onboarding process and communication
- Contributed to the writing, design, delivery, and promotion of several ebooks and dozens of blog posts
- Conducted market research to understand our competitors and discover market trends
- Updated the product documentation by rewriting, creating new visuals, testing our products, and updating over 270 articles
- Participated in the testing and debugging process and reported issues on GitHub, which entailed basic knowledge of HTML and CSS.
- Created reports and consulted with the stakeholders regarding the next steps
- Created various visuals and design elements for our social accounts, email campaigns, and landing pages.

Senior Software

Senior Marketing Specialist

August 2017 - May 2018 (10 months)

Iasi County, Romania

The focus of my activity was to refresh & implement new marketing strategies for our software solutions in order to educate the target market and generate more leads.

I was in charge of:

- identifying and mapping buyer personas and value propositions for our software products

- creating and implementing marketing strategies designed to increase conversions & traffic
- social media marketing strategy & implementation (Facebook & LinkedIn) to drive awareness and conversions for different products
- managing email marketing campaigns (automation, lead nurturing, etc.)
- coordinating telemarketing campaigns to gather market insight from our target audience: planning activities, analysing & interpreting reports, post-campaign follow-ups
- refreshing the search and display ads from our Google Adwords campaigns

Thinslices

Marketing Specialist

January 2017 - August 2017 (8 months)

Județul Iași, România

Involved in all things Marketing:

- marketing strategy and planning (what, how, where, why)
- social media account managing and updating
- PPC campaigns: new campaign ideas, implementation and results measuring
- writing, editing and promoting blog articles, eBooks, Case Studies, Presentations and other marketing documents
- involved in employer branding campaigns and market research
- updating the website, creating new landing pages for our services, tracking and measuring results
- creating and managing email marketing campaigns (automation, lead nurturing, etc.)
- constantly monitoring and improving conversions and lead tracking
- reporting the activity to the management and setting up new goals, measuring their completion rate
- involved in managing the collaboration with external providers (marketing agencies, PPC specialists, designers, developers, etc.)

NNC Services

3 years 3 months

Marketing Project Manager

February 2015 - January 2017 (2 years)

Județul Iași, România

As a Marketing Project Manager, I had the opportunity to develop and implement marketing strategies for some of the most notorious US and European IT companies. On a daily basis, I used my knowledge and expertise

to guide my clients towards effective marketing activities to generate new business.

I was in charge of:

- Developing marketing strategies for our customers (inbound and outbound)
- Managing different teams and people with various skills (telesales, lead generation, copywriting)
- Creating reports, holding weekly meetings with the clients, handling day-to-day operations
- Constant updates with the management team regarding current projects & tasks
- Creating and preparing presentations, outreach messages, landing pages and other marketing materials for prospective clients
- Developing lead generation and content marketing campaigns
- Creating & Managing Client Events (managing the marketing team and helping them develop the event content, invitations, location, catering, participant confirmation, marketing materials, etc.)

Marketing Specialist

November 2013 - February 2015 (1 year 4 months)

Iasi County, Romania

Education

Universitatea „Alexandru Ioan Cuza” din Iași

Master's Degree, Marketing Analysis and Strategies · (2013 - 2015)

Universitatea „Alexandru Ioan Cuza” din Iași

Bachelor's degree, Marketing · (2010 - 2013)

Gheorghe Cartianu High School

Baccalaureate, Image-Text Processing Technician · (2006 - 2010)