

ALEX PETCU

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Customer-centric marketing professional with over 5 years B2B & B2C experience in SEO, SEA, content creation, website optimization, and lead generation. Pursuing a Marketing Manager role to leverage both practical and academic knowledge in enhancing marketing performance.

Additional 7 years customer service experience, with demonstrated success in achieving business and revenue growth, training effective teams, monitoring inventory, and cultivating impactful relationships with stakeholders.

EDUCATION

RUG UNIVERSITY GRONINGEN

Master's Degree in Marketing Management

GRONINGEN, NETHERLANDS

SEPTEMBER 2020 – FEBRUARY 2022

INHOLLAND HOGESCHOOL

Bachelor Degree in Tourism Management*

DIEMEN, NETHERLANDS

SEPTEMBER 2013 – SEPTEMBER 2018

SPIRU HARET UNIVERSITY

Bachelor Degree in Economics

BUCHAREST, ROMANIA

OCTOBER 2008 – JULY 2011

PROFESSIONAL EXPERIENCE

KONICA MINOLTA SENSING EUROPE

Lead Digital Marketing Specialist

NIEUWEGEIN, NETHERLANDS

OCTOBER 2022 – JUNE 2025

- Spearheaded a **double website migration**, transitioning **4 websites** from Typo3 to Kentico and then to Content Stack within 7 months, by translating and updating content, optimizing user experience and SEO, enhancing search engine visibility and performance;
- **Led the migration project** by supporting the 3 marketing colleagues in the migration process of 3 additional websites (PL, DE, FR);
- Conducted 5-year website Google Analytics and **customer segmentation**, Google Ads and SEO analysis interpolating into a report for website optimization, covering website structure and architecture, SEO, UX design, and content strategy;
- Improved the general, product, and service forms through testing and marketing psychology principals, augmenting website's **CRO** from **931 RFQ** form completions to **1685**, with a **MQL conversion to SQL** from **337 to 681**, with a **Conversion Rate** from **1,90 % to 3,40%** in **10 months**;
- Initiated and executed a content creation strategy by interviewing Product Managers to extract product benefits; combining these insights with research from academic articles and paraphrasing product sales guides, producing **37 SEO-optimized product and industry-related articles (154 pages total)** over **6 months**, and **5 industry-related Sales success stories**;
- Managed and optimized independently Google Ads campaigns for 2 countries for 3 months, concentrating on driving conversions and maximize ROI: **2.150 clicks, 124 MQL conversions, 10,80% CTR, 4,66% Conversion Rate, Bounce rate 32,57%, and Engagement rate 67.43%**;
- Supervised a 3-month Google Ads campaign ran by Indicia (Marketing Agency), offering strategic input to internal stakeholders. The above campaign **outperformed** the agency's results by: **clicks (+1000), MQL conversions (+124), CTR (+2,05%), Conversion Rate (+4,06%), Bounce Rate (-11,90%), Engagement rate (+11,75%)**;
- Led 9 LinkedIn Ads campaigns for 3 countries for 30 days each, achieving: **0,42% Average CTR (6 carousel)**, **0,36% Average CTR (3 video)**, **total 463 clicks, total 145.743 average impressions**; Collaborated with graphical design for the ad visuals, and with French Marketing colleague for the copywrite of 2 ad campaigns;
- Trained colleagues on LinkedIn Ads strategy and best practices, mentored team members, and provided strategic and graphical guidance, all of which contributed to improved campaign results and enhanced performance;
- Investigated the **Persona Development** with 13 stakeholders for a product category, integrating the insights into a report for a better understanding of the B2B target group behavior and customer journey;
- Analyzed the **website customer journey** for 5 countries using funnel exploration, page path exploration, event path exploration, and Microsoft Clarity heatmap, by evaluating KPI's and metrics such as **clicks (top CTA clicks, rage clicks, dead clicks), scrolling patterns (excessive scrolling, scrolling areas, scrolling percentages), quick backs, and user intent (low, medium, high)**;
- Facilitated a website journey analysis report highlighting the implementation of **tracking tags for micro and macro conversion, CTA placement optimization, content diversification, design and page layout augmentation, and mobile page rendering, to enhance the UX and UI design**;
- Crafted **7 email, 4 LinkedIn messaging, and 9 cold calling scripts** tailored for prospecting new leads and driving MQL to SQL conversions across different customer journey and funnel stages (TOFU, MOFU, BOFU) for local marketeers and sales (DE, FR, UK, PL, IT);
- Automated email marketing campaigns for 6 B2B automotive industry webinar events using Dynamics Automation Tool presenting niche solutions; Hosted 4 webinars via Microsoft Teams with audience sizes ranging from 15 to 85, **generating 18 MQL**;
- Developed and executed **7 B2B email marketing sequences** through Apollo.io, leveraging **3 segmentation models**;

- Integrated the B2B Platform Kompas for product and brand awareness, SEO link building, and lead generation, **resulting in: 58.284 page views, 248 phone and email clicks, 124 backlinks, and 21 MQL requests in 24 months;**
- Introduced and commenced an **Account-Based Marketing (ABM)** campaign via DemandBase, targeting product-specific keywords for 3 markets over 3 months; identified the keyword strategy and cooperated with the manager (market/product selection) and graphic designer (banner creation), generating **60,503 impressions, 47 clicks, and a 0,078% CTR**, bolstering remarketing and lead-generation efforts;
- Advised the Managing Director, **Mr. Masatomo Kagawa** over: a service portal development for existing customers; company communication transparency enhancement; employee personal development platforms; marketing-sales relationship strengthening methods; distributor content-sharing platform development; customer experience project;
- Established a Microsoft SharePoint Intranet to improve internal communication, company well-being, and document management efficiency;
- Coordinated **sales support training** to 45 sales colleagues: **LinkedIn messaging** and **prospecting techniques**; the **significance of data accuracy in Customer Relationship Management (CRM)** through data analysis.

Reference upon request

IKEUCHI EUROPE B.V.

Marketing Coordinator

BREUKELN, NETHERLANDS

FEBRUARY 2021 - SEPTEMBER 2022

- Collaborated with “**Lemm en Ten Haaf**” (digital marketing agency) in the website modernization project, implementing UI/UX design elements on the homepage: social proof (Trustpilot and customers logos), consumer psychology elements (color psychology, hemispheric lateralization), search bar (**4.500 searches per month** - CJ touchpoint), menu, footer, newsletter subscription banner touchpoints, WordPress contact forms optimization and automation;
- Initiated and developed the implementation of a chatbot as a touchpoint (**1.610 contacts in 16 months**), which eased the customer journey experience;
- Created and honed SEO content such as blog articles, product and solution pages, case studies, and Google My Business posts, attracting over **16,000 new visitors, reducing bounce rate (-11.2%), increasing sessions (+11.9%), and quadrupling clicks (45,000) and impressions (4.12M) within 1 year;**
- Designed and updated leaflets, landing pages, 15 infographics and 4 product catalogs (4 languages) according to the CVI, in Adobe Illustrator, InDesign and Photoshop. Created 1 promotional video with Adobe Premier Pro;
- **Attracted and converted 85 SQLs from inbound MQLs** through targeted marketing activities (potential value: 550.000 Euros), **resulting in 45.000 Euros in revenue with minimal sales intervention (ROI: 250%);**
- Researched and incorporated the company’s solutions on new B2B platforms to assist with the backlinks creation, SEO, traffic increase and leads generation (Industry Stock, Europages, Kinnek, Scoutbee, Tech2b);
- Established Google ads brand and product-awareness campaigns for 3 countries for a period of 5 months, which brought in **7680 clicks and 195 MQL conversions**; and 2 LinkedIn ad campaigns, to increase product awareness for a period of 5 weeks, with an engagement of **265 clicks (1st) and 170 clicks (2nd);**
- Analyzed the past customers’ transactions and compiled the data into a **Value of the Customer – Value for the customer report** resulting in the **customer segmentation groups and price list per group segment**;
- Designed a customer journey map, by identifying the key touchpoints through which visitors and potential customers interacted with the company, throughout all journey stages from awareness to advocacy;
- Managed the social media accounts through content and video creation increasing the followers and generating leads: Facebook page set up, attracted 170 followers and 2 leads through paid Facebook ad (3 months); gained 550 new followers on LinkedIn (12 months);
- Generated e-mail marketing campaigns & newsletters (Mailchimp), and started a monthly internal e-mail campaign;
- Handled the company’s marketing budget, **45.000 Euro**, according to the needs of the company.

Reference upon request

SATOCAN TURISMO (5-HOTELS CLUSTER)

Marketing & Sales Intern

LAS PALMAS, SPAIN

OCTOBER 2018 - MARCH 2019

- Contributed to the Sales & Marketing Department by analyzing booking forecasts, managing reservations across extranets, and monitoring online sales channels, ensuring accurate pricing and content;
- Assisted in implementing the Dingus distribution platform, coordinating Marketing pricing promotional campaigns, and conducting competitor positioning analysis to support and understand pricing elasticity and occupancy strategy through seasonal campaigns.

Marketing & Sales Intern

SEPTEMBER 2015 - FEBRUARY 2016

- Supported senior management through **benchmarking analyses, data modeling, occupancy-forecast studies, customer satisfaction interviews, and business reports**, informing strategic decisions and boosting organizational performance;
- Administered 10 social-media accounts, driving follower growth of **340 on Facebook**, and **700 on Instagram** in 6 months.

Reference upon request

ADDITIONAL EXPERIENCE

BOOKING.COM

Customer Service Guest Specialist

AMSTERDAM, NETHERLANDS

FEBRUARY 2020 – JANUARY 2021

- Exceeded the KPI goals on a monthly basis with high quality customer service, while receiving appraisal for a **CSAT** of over **90% for guest reviews**;
- Surpassed expectations in assisting customers: received **3 consecutive quarterly appraisals** from the team-leader for communication style and customer management;

ROOM MATE AITANA HOTEL

Front Desk Agent

AMSTERDAM, NETHERLANDS

DECEMBER 2017– SEPTEMBER 2018

- Attained merit diplomas as the **Most Mentioned Employee** on the online media for **4 consecutive months** thanks to the supplied customer service;
- Coordinated and advised business ideas that enhanced the quality of services and products offered by the hotel: placed the hotel's information on the city map in order to reduce paper, idea which the GM implemented in 1 month;

ABERCROMBIE & FITCH

Brand Representative

AMSTERDAM, NETHERLANDS

MAY 2016– SEPTEMBER 2018

- Demonstrated excellent customer services that led to earning recognition and praise from senior management for adhering to company standards, received **8 positive notes** and **1 employee of the month diploma**;
- Conceptualized and orchestrated a process that augmented the operations and customer services, through a customer service handbook;
- Trained **4 new employees**, as appointed by the GM.

LANGUAGES

English (Fluent – C2); Spanish (Advanced – C1); Dutch (Intermediate – B1-B2)

PUBLICATIONS

* Bachelor Thesis was published in the UK ATLAS Journal: [The Tourism Presentation of “The Valle de los Caidos” Monument](#) – p13. 2019;

ADDITIONAL INFORMATION

Additional courses and trainings: Emotional Intelligence – In2motivation; Public Speaking – In2motivation; Project management SCRUM – Satocan; Process Communication Model 1 & 2 (PCM); Career Coaching Robert De Wilde; Project Management SCRUM 1 & 2 De Booij Training; Toastmasters – Public Speaking.

Marketing Courses & Certifications: B2B Marketing; B2C Marketing; Pricing Strategy, Channel Management and Retailing; Brand and Product Management; Integrated Marketing-Communications; Increase SEO traffic with WordPress; LinkedIn Marketing; Google Ads; Facebook Marketing; Consumer Psychology; Marketing Communication; Digital Marketing (Growth Tribe); Paid Search - PPC (Digital Marketing Institute); Content Stack CMS; Consumer Behavior; Advertising Psychology; SEO; Copywriting; Account-Based Marketing; GA4; Google Tag Manager; SEA; Growth Marketing; Content marketing; Data Analysis; Conversion Rate Optimization (CRO).