Contact

www.linkedin.com/in/claudiaciurarucucu (LinkedIn)

Top Skills

Marketing Strategy
Data Analysis
Business Innovation

Languages

Spanish (Limited Working)
Romanian (Native or Bilingual)
English (Full Professional)
Italian (Native or Bilingual)
French (Professional Working)

Certifications

Email Marketing
edX Honor Code Certificate for Digital Branding and Engagement

Claudia Ciuraru Cucu

Marketing Strategist & Advisor | Full Stack Entrepreneur | Women Leadership Mentor
Italy

Summary

I love to dig into customers' problems, read social situations, anticipate what people would like and need, and to solve those problems and address those needs.

I , . To accomplish this, I focus on analysis, key results, quickly adapting to new insights, and building a great team.

I have always worked on creating value for customers and clients, and build trustworthy relationships. I've made it for big companies, SMEs, startups in different industries, and as a volunteer for NGOs that help people around the world.

My professional and personal experiences have taught me the following about myself:
- I put people at the centre of everything I do
- I can solve complex problems with creativity and simplicity
- I love to win, but motivating and helping the team win gives me greater joy
- My intuition in identifying business unexplored opportunities works well, but I seek data for my decisions
- I see problems as new opportunities
- I execute big ideas more smartly even if there are constraints and pressure
- I can dedicate great attention to details, but I always keep the bigger pictures in my mind
- I am constantly learning, from my everyday work and academic courses
- I focus on making high-quality decisions
- I educate myself to be a better person because there is always room for improvement

How I may ?
- Strategic marketing

- Digital marketing strategy
- Analysis
- Strategic planning
- Inbound marketing
- Demand generation

I enjoy listening to others and face new challenges. , , .

Claudia

Experience

Startup Grind Torino
2 years

Co Director
November 2020 - Present (11 months)

Digital Marketing Specialist
October 2019 - October 2020 (1 year 1 month)

Freelance
Marketing Strategist
June 2016 - Present (5 years 4 months)

Designed and implemented marketing and digital marketing strategies for different companies: tech startups both b2b and b2c, saas companies, fashion and food industries, non-profit organizations.
Created 5 websites and increased visitors by 300%.
Designed and executed online marketing and add search campaigns tailored to different buyer's personas and to different buyer's journey. Increased social reach by at least 40% in a few months. Created an effective funnel that increased the number of leads by 25%.
Monitored and analyzed campaign performance and handled those that had a poor performance. Developed and published communication materials (newsletters, ebooks, blog articles, press releases, and videos) through different channels.
Designed and implemented email marketing campaigns for lead generation and nurturing.
Created ABM campaigns.
Monitored and analyzed campaign data and prepared reports for CEOs and managers.

VIDA.Yourwayoflife
Chief Marketing Officer & Co-Founder
November 2018 - Present (2 years 11 months)

Moores Rowland
Marketing Manager
August 2012 - May 2016 (3 years 10 months)
Torino, Italia

Designed and implemented marketing and digital marketing strategies for national and international markets for different companies.
Defined clear roadmaps that organize all relevant digital channels and tactics- website, social media channels, content marketing, SEO, SEM, PPC, networking, blog, app, e-mail marketing- into one plan. Supported the international development of about 30 Italian companies by building 7 international partnerships between these companies and foreign investors.
Managed a team of 5 digital marketing specialists and partnerships with external marketing stakeholders.
Audited and restyled websites in order to improve user experience. Improved website SEO, ranked Google first page and improved organic traffic by 60%.
Generated reports on social media and marketing campaigns to demonstrate ROI and provide insights for future strategies.
Supported the organization of 8 events by contacting national and international speakers, companies, media and by creating campaigns and communication materials to increase the number of participants and communication materials.

Education

Università degli Studi di Torino / University of Turin
Master's degree, European Studies/Civilization · (2009 - 2011)

Fondazione CRT
Talenti per l'impresa · (2018 - 2019)

Immaginazione e Lavoro
Software development- PHP, MySql, HTML, CSS · (2018 - 2018)

Università degli Studi di Torino / University of Turin
Bachelor’s Degree, International Relations and Affairs · (2005 - 2008)

Università degli Studi del Piemonte Orientale 'Amedeo Avogadro'

Master’s Degree, Business, Management, Marketing, and Related Support Services · (2012 - 2013)