

PROFILE

Senior marketing professional with a career spanning advertising agencies, AI software startups and B2B enterprise technology. Started as a copywriter and brand strategist for consumer brands, specializing in digital, live events, loyalty programs and shopper activations. Moved into marketing leadership, building functions from scratch, leading small teams, cross-functional initiatives and aligning brand positioning with pipeline growth. Hands-on across the full stack: brand, content, demand generation, website, visibility, marketing automation and analytics.

CORE COMPETENCIES

GTM Strategy & Product Marketing	Marketing Automation & CRM	Sales Enablement & Storytelling
Brand Development & Positioning	Lead Management & Campaigns	Partner & Channel Marketing
Demand Gen, Growth & ABM	Website & Digital Experience	Events
Content, SEO, GEO	AI-Assisted Marketing Workflows	Reporting, Analytics & Budgets

SELECTED HIGHLIGHTS

- From 0 to 1: Built the marketing function from scratch at an AI software startup
- Led regional marketing across 30+ countries for a global industrial technology leader
- Delivered demand generation resulting in 800+ leads and €1.3M in marketing-sourced and influenced revenue
- Authored the award-winning customer success story recognized as "Project of the Year"
- Headhunted to lead an entire specialist creative division and four direct reports after eight years in advertising

CAREER SUMMARY

Go-To-Market Manager – UK & Benelux · 2025 – Present

Landmark Global, cross-border e-commerce logistics solutions provider (bnode group) – Machelen / Brussels

Joined to support the company's repositioning from postal services to cross-border parcel shipping e-logistics while driving market expansion and commercial growth.

- Key contributor to corporate website redesign, aligning digital experience with the new positioning and ICP
- Own SEO, GEO, paid and content strategy, working closely with an international search agency
- Produce 20+ market intelligence reports, ebooks and product assets using AI-assisted research workflows
- Deliver 10+ demand generation campaigns for cross-border logistics solutions, generating 800+ leads and €1.3M in marketing-sourced and influenced revenue (2025)
- Support product launches, carrier partnerships, sales enablement for UK, Benelux (secondary: Nordics, Asia)

Regional Marketing Manager – Northern Europe, Benelux, EMEA · 2020 – 2024

Lectra (LSS), global leader in industrial software, equipment and services for fashion, furniture, automotive – Ghent / Brussels

Led regional marketing across 30+ countries for 100+ software, equipment and service offerings (CAD, PLM, e-commerce, supply chain, connected cutting machinery and other devices, training, support contracts).

- 5–7 campaigns in parallel at all times on a 20,000+ contact database via Salesforce and Marketo, with different growth strategies across portfolio and business units
- Delivered quarterly flagship events (customer factory tours, HQ showroom) plus webinars reaching up to 200 attendees; represented Lectra at PI Apparel, Drapers, Fashion Talks, Texprocess
- Built customer reference programs enabling live equipment demonstrations in production environments
- Coordinated channel marketing with distributors and agents across indirect markets
- Developed university partnerships embedding Lectra software into fashion and design curricula across Europe

Marketing Manager / First Marketing Hire · 2016 – 2020

Moonoia, AI-powered document and data extraction software for regulated industries. Carved out of Helan / Partena. Successful exit 2023 – Brussels

Hired as the company's first marketer during carve-out, built the marketing function from scratch and grew the team to three. At the time of exit, approximately one-third of the company's €5M revenue was marketing-attributed.

- Built the company's brand, positioning, website and HubSpot marketing infrastructure, growing the database to 5,000 contacts
- Designed the demand generation engine, delivering 500+ MQLs through integrated campaigns across content, events, email and outbound
- Developed product marketing and go-to-market messaging for healthcare, fintech, transportation, utility, expanding into new verticals including engineering and education
- Established Moonoia's thought leadership around AI, automation, KYC and Industry 4.0 through technical content, speaking engagements and industry events across Europe and the US
- Built and activated the partner marketing program, creating enablement assets, developer training and technical workshops
- Authored the award-winning customer success story recognized as "Project of the Year" at the Document Manager Awards (London) and runner-up at the Data News Awards (Brussels)

Head of Copy, BTL & Direct Marketing · 2015 – 2016

FCB Bucharest, Subsidiary of FCB Global (headhunted) – Bucharest

Recruited to lead a specialized creative division responsible for BTL and direct / shopper marketing campaigns across Eastern Europe.

- Led pitch-winning loyalty program strategy integrating in-person events and digital engagement
- Managed internal communications, staff events and internal product launches (1000+ employees)
- Coordinated junior teams (four direct reports) and sister agencies across international accounts

Senior Copywriter · 2012 – 2015

Geometry Global, world's largest brand activation and shopper marketing agency (now VML) – Bucharest

- Key contributor to 100+ public and corporate events: strategy, content, promotion, engagement
- Shopper marketing and BTL strategy for enterprise clients across FMCG, telecom and retail
- Promotional websites, loyalty programs, direct marketing

Marketing Manager / Business Development · 2010 – 2012

Studioset Production, full-service media and audiovisual production company – Bucharest

- Increased net new business by 30% through networking, events and direct outreach
- Account management, client retention and growth; audiovisual production support

Copywriter · 2007 – 2010

Grey Worldwide – Bucharest

- Brand development, activations, community management, BTL advertising

EDUCATION

MA Corporate Communication and Marketing – Université Libre de Bruxelles (ULB), Brussels

Scholarship ISIC – Université Michel de Montaigne, Bordeaux

BA European Studies and International Relations – Faculty of Letters, University of Bucharest

BA Communication and Public Relations – Faculty of Letters, University of Bucharest

FURTHER DETAILS

Tech stack Salesforce, HubSpot, Marketo, MS Dynamics, SEMRush, GA4, Looker, Figma, Confluence, JIRA, Trello, Slack, Monday, Kanban, Canva, Craft, Framer, MS Office

Languages EN, FR, NL, RO

Driver's license B