

ȘTEFAN DINU

DIGITAL ACQUISITION



CONTACT

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KEY SKILLS & TOOLS

- **Campagnes Digitales :** Social Media Advertising (SMA), Paid Acquisition, PPC, Conversion Rate Optimization (CRO)
- **Analytics & Performance :** Google Analytics, Tests A/B, Suivi des KPI, Reporting
- **Tools & Platforms :** Meta Ads, Google Ads, Apple Ads, Microsoft Ads, Criteo, BuyBox, Unbounce, HubSpot, Waalaxy, Lemlist, Trello, Asana, Pipedrive, Canva, Figma

PARTICIPATIONS

- **Coursera | Meta Social Media Marketing Certificate (2025)**
- **LWOW 2025** – International innovation program in marketing and law with students, mentors, and industry experts
- **GPeC SUMMIT 2024** – Largest e-commerce & digital marketing conference in Eastern Europe

LANGUAGES

- English – Professional proficiency
- French – Professional proficiency
- Romanian – Native
- Italian – Beginner



PERSONAL PROFILE

- Specialist in digital acquisition with expertise in SMA, affiliate marketing, and multichannel campaign optimization.
- Proven experience in managing marketing projects with international teams and external agencies.
- Performance-oriented: analytical mindset, strategic thinking, and execution precision.



PROFESSIONAL EXPERIENCE

Digital Acquisition Assistant

2023 - 2025

Qobuz

- Participated in strategic meetings, performance tracking, reporting, and budget oversight.
- Oversaw and optimized paid acquisition campaigns (Search, Social Ads, Display, Retargeting, Mobile Ads, Affiliate) with external agencies.
- Contributed to the launch of Qobuz's Student Offer and entry into the Japanese market through targeted digital campaigns.
- Managed affiliate platforms (FR, DE, IT, UK, US) via AWIN and Rakuten: recruitment, partnerships, and commission validation.
- Created and A/B tested acquisition-optimized landing pages (Unbounce).
- Developed promotional offers, coordinated cross-team projects, wrote creative briefs, and oversaw campaign deployment.

Digital Marketing Assistant

2022 - 2023

Veesion

- Supported lead generation campaigns via HubSpot, Lemlist, and Waalaxy (content & automations).
- Produced LinkedIn content, white papers, visuals, and marketing materials.
- Conducted competitive analysis to identify prospects and partners in the US/UK.
- Led brand material redesign and supported B2B outreach efforts (CCTV, PR, press).

Fundraising Coordinator

2020 - 2021

ARC Romania

- Developed donor retention and acquisition strategies.
- Launched marketing campaigns and managed budget planning.
- Led a volunteer team and monitored fundraising performance.



EDUCATION

Double Degree | ISIT - EFREI

2023 - 2025

Master's in International Communication & Technology

Key courses: Digital Marketing, Communication Strategy, Intercultural Project Management

Double Degree | ISIT - EFREI

2022 - 2023

Bachelor's in International Communication & Technology

Key courses: Project Management, Business Law, SEO