



STEFAN DINU

Digital Acquisition

Specialized in digital acquisition and Social Media Advertising (SMA), with 3 years of experience in performance marketing. I manage the full campaign lifecycle, from strategy definition to operational execution and performance optimization. Comfortable with KPI analysis, budget optimization, and A/B testing, I work in a data-driven, results-oriented approach alongside cross-functional teams.

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🏠 Paris, France

🌐 www.stefandinu.com

☎ 06 31 44 89 33

Social networks

🌐 @dinustefan

Languages

French
Fluent (C2)

English
Fluent (C2)

Romanian
Native

Italian
Beginner (A2)

Core Skills

Digital Campaigns

Social Media Advertising (SMA),
Paid Acquisition & PPC,
Conversion Rate Optimization
(CRO)

Analysis & Performance

Google Analytics, Tests A/B,
Suivi des KPI, Reporting

Tools & Platforms

Meta Ads, Google Ads, Apple
Ads, Microsoft Ads, Criteo,
BuyBox, Unbounce, HubSpot,
Waaaxy, Lemlist, Trello, Asana,
Pipedrive, Canva, Figma

Projects & Events

GPec SUMMIT 2024

Largest e-commerce & digital
marketing conference in Eastern
Europe

Law Without Walls (LWOW)

International marketing and legal
innovation program with
students, mentors, and industry
experts

Professional Experience

Digital Acquisition Assistant

From 2023 to 2025

Qobuz Paris, France

International music streaming platform – B2C & B2B2C acquisition

- **Management and optimization of digital paid acquisition campaigns** across 26 international markets (Europe, Asia, Americas)
- **Campaign management** on Meta Ads, Google Ads, Apple Ads, Microsoft Ads, Criteo, and affiliate platforms
- **Launch of the Japanese market**, with performance improvements: CPA -16%, paid trials +162%, conversion rate +14.3%
- **International rollout of the Student Offer**: paid trials +234%, CPA -72%, CTR +207%
- **Implementation of A/B testing** on creatives, audiences, and conversion funnels (CRO)
- **Monitoring and analysis of key KPIs** (CPA, ROAS, CTR, conversion rate) and budget optimization

Digital Marketing & Growth Assistant

From 2022 to 2023

Vession Paris, France

B2B SaaS scale-up

- **Implementation of automated B2B acquisition campaigns** and contribution to lead generation
- **Web data extraction** (scraping) to refine acquisition strategies for FR, US, and UK markets
- **Daily management of 30+ business partners**
- **Lead generation and qualification**, up to 50 leads per day
- **Execution of 80+ outbound prospecting calls** to support the sales pipeline
- **Creation of marketing assets** (white papers, presentations, visuals) for sales teams

Fundraising Officer

From 2020 to 2021

ARC Romania Bucurest, Romania

Non-profit organization

- **Implementation of prospecting and acquisition actions**, recruiting 200+ new donors
- **Performance tracking and optimization** of donor retention initiatives
- **Supervision and training** of a team of 4 volunteers

Education & Certifications

Meta Social Media Marketing Certificate

2025

Coursera Paris, France

Master in International Communication & Technology

From 2023 to 2025

ISIT Paris x EFREI Paris, France

Bachelor in International Communication & Technology

From 2022 to 2023

ISIT Paris x EFREI Paris, France