



## 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

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📞 06 31 44 89 33

## Social networks

LinkedIn @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, Waaaxly, 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** Bucarest, 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