

ANDA MIHAIL

DIGITAL MARKETING PROFESSIONAL

EDUCATION

The University of Manchester

MSc Marketing (Consumer Behaviour)

Graduated with Distinction in 2019

BA Management, Leadership and Leisure

Graduated with 1st Class Honours in 2018

CERTIFICATIONS

SEO Manager • Blue Array • August 2024

Product Marketing Foundations • Product Marketing Alliance • January 2024

Create a Go-to-market Plan • Deirdre Breakenridge • March 2024

SKILLS

Social Media Marketing | SEO | Data Analysis | Keyword Research | Content Optimisation | Paid Social | Email Marketing | Event Management | Sendible | Hootsuite | Google Analytics 4 | Siteimprove | SPSS Statistics | Adobe Creative Suite (Photoshop, Illustrator, Lightroom, Premier Pro, After Effects) | SEMRush | Ahrefs | Screaming Frog | Moz | AppTweak | HTML | Looker Studio | WordPress

HOBBIES

Reading | Swimming | Street Dancing | Cooking | Traveling | Skiing | Event Planning | Photography | Painting | F1

LANGUAGES

English - Native | Romanian - Native
Spanish - Beginner

ABOUT ME

I'm a digital marketing professional with over 5 years experience in SEO, social media, data analysis, content creation and paid social. I develop marketing strategies for brands in international markets. I'm based in Manchester and travel to London regularly to meet my team and internationally for client visits.

WORK EXPERIENCE

WORDBANK LONDON (Marketing Agency)

Digital Marketing Strategist 2024 - Present

- Expanded responsibilities to include higher level strategic decision-making to optimize performance and drive growth
- Leveraging deepened technical expertise to consult on internal and external projects

International Digital Marketer 2022 - 2024

- Leading SEO strategies** for B2C and B2B (including SaaS) brands (e.g. **improved traffic** to clients' product pages by **+54% YoY**, increased **key events by +44% YoY**)
- Delivering SEO workshops and training for clients and other stakeholders.
- Managing the organic **social media marketing** for our clients (e.g. increased social followers by over +100% YoY)
- Developing monthly, quarterly and yearly reports and **competitor analysis** (e.g. built over **12 reporting dashboards**)
- Managing** worldwide **freelancers** to deliver localised marketing campaigns
- Project and account management for clients such as: Greystar, adidas, UKG, Scandit, Ramsbury, Marqeta, Ferrari, British Council, CD Baby, Tosca Ltd, VIOOH

THE HUT GROUP

Marketing Executive for MyProtein 2021 - 2022

- E-commerce marketing management for MyProtein Romania through online and offline campaigns
- Delivered the most successful Black Friday campaign, **breaking record hour, day and month** in sales
- Managed content across social media and blog (e.g. **increased followers by +40%** on Instagram in 5 months)
- Influencer marketing with some of the top Romanian celebrities and content creators

THE UNIVERSITY OF MANCHESTER

Digital Marketing Coordinator 2020 - 2021

- Managed organic and **paid social** media campaigns with **budgets of over £10,000**
- Launched a podcast featuring university researchers and professors
- Delivered monthly social and web analytics reports to the leadership team

Digital and Social Media Intern 2019 - 2020

- Supported organic and paid social media efforts
- Created content** (photography, video) for social media and marketing collateral
- Organised** recruitment and social responsibility **events**