**Visan Andrei**

Head of Marketing

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**EXPERIENCE**

**PeopleHR/The Access Group,** Uk - Remote — *Head of Marketing*

June 2013 - PRESENT

People® is made of all the bits HR has been missing for years. It’s us giving you the stuff we never had but wished we did. It’s a revolution, and we’re proud to have started it. I’ve been working with them since the beginning, started as GoogleAds specialist, now I manage the Marketing team in our everyday strategy to achieve our goals, and I am hands-on on Conversion Rate Optimization.

At People, I started with the Paid Ads (GoogleAds) management and Conversion Rate Optimization (Diagnosing what could be improved and how, user-testing, gathering data and issuing hypothesis as a base for A/B testing, measuring results and trying to improve further).

Recently the company was acquired by The Access Group UK, and I am among the few people they kept from the PeopleHR team.

**Avangate BV,** Bucharest — *Pay Per Click Manager*

June 2011 - November 2014

Managing campaigns in Google AdWords, Bing AdCenter, Yahoo Search Marketing, Facebook Ads, LinkedIn Ads, Youtube Advertising, Twitter Ads, Yandex for Russia, Baidu for China, and many others.

-Identifying clients target, research for performing keywords

-Copywriting for Ads and Landing pages along with Conversion Rate Optimization plus Landing Page Optimization

-A/B Testing

-Manage Google Analytics with Custom Filtering

-Conversion Rate Optimization strategies and implementation, based on data acquired from visitors and customers

-PPC Blogging

**Systor Systems,** Bucharest — *Online Marketing Manager*

January 2009 - June 2011

SC SySTOR SYSTEMS SRL (Europe Branch of SySTOR SYSTEMS U.S.A.)

Bucharest, Romania

DVD duplicators and accessories

Managing the online marketing campaigns(CSE, SEO, PPC campaigns and strategy).

**SKILLS**

Paid and Organic Advertising, 10 years of Conversion Rate Optimization, Marketing Strategy, Team management, Minor web development if needed, strong hardware background (enthusiast), adding up Medium to Advanced Excel, Photoshop

**LANGUAGES**

English Advanced, French Beginner, German Very Beginner, Romanian Native

results in Analytics.

Also extended Social Media and created an useful strategy to improve website's ranking and backlinking, using the most popular Social Media sources (Facebook, Twitter, Orkut, Youtube (for VIdeo Marketing), blog and forum associated to website domain) and then analyzing with usual tools (alexa, google analytics, etc).

Also optimized website content, to ensure a good SEO content, that really helps growing in Google natural search into UK, and set up e-mail marketing campaigns.

**24PC Shop,** Bucharest — *Online Marketing Manager*

March 2008 - January 2009

Managing the marketing campaigns and strategies.

Aside that, I set all from almost zero, and made two of the most important departments to work properly, by training people to work at my capacity and by my style of work, optimizing work procedures, making all more fluent and easy for the employees.

**ColorPrint,** Bucharest — *DTP/Web design/Photography*

October 2006 - March 2008

Advertising, web design , web advertising , advertising and event photography , DTP creation , design. As a second task I had to handle the Google AdWords campaigns. That was the beginning of magic.

**EDUCATION**

# **Dimitrie Bolintineanu Informatics High School,** Giurgiu —

*Baccalaureate*

September 1998 - June 2000

# **Spiru Haret Marketing University,** Bucharest — *Completed*

September 2000 - June 2004