

Vlah Dumitru

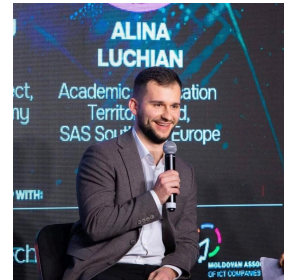
Phone: +373 76037475

Email: vlahdumitru@gmail.com

LinkedIn: [vlah-dumitru/](https://www.linkedin.com/in/vlah-dumitru/)

PROFESSIONAL SUMMARY

Experienced growth manager in educational programs, career orientation campaigns, and lead generation. An early adopter of digital tools and keen on automation processes. Taking responsibility for defining the product's strategy and roadmap. Excellent analyst and eager to improve products and marketing campaigns with testing and researching.



WORK EXPERIENCE

CEO / Vector Academy / 2024- present

Responsible for developing the final product—an online learning platform tailored to the Romanian market. Overseeing full-cycle marketing and product management to ensure the platform's success while achieving objectives related to sales, branding, and community engagement.

Digital Marketing Trainer / Tekwill Academy / 2023-2024

5 courses with more than 100 students. Program:

- Digital Marketing
- Email Marketing
- Buyer Persona & User Interviews
- Modern Tools for Collaboration
- Chatbots
- Digital Tools for Automation

Project Manager / Tekwill Academy / 2022-2024

Elevate the role of project manager through the coordination of hackathons, IT career fairs, private partnerships, and the development of educational programs tailored to the local IT & Marketing market. Efficiently manage teams to ensure the success of these initiatives while achieving goals related to sales, branding, and community engagement.

Manager of Training / IT Business Factory Moldova /2024

Involved in the IT Business Factory Moldova project, aimed at enhancing the capabilities of our ICT company through specialized training. Supported by the European Bank for Reconstruction and Development (EBRD), the European Union, and ATIC, my role included recruiting companies and specialists, organizing training sessions, and managing feedback and reporting. Collaborated with EBRD to ensure the project's success and effectiveness in equipping participants for the digital economy.

Vlah Dumitru

Marketing Manager / Tekwill Academy / 2021-2022

Optimize and increase the marketing capacity of the project by setting up a new team and managing it. Deliver profitability, sales, lead generation, and traffic for IT training programs. Focus on brand awareness, developing new products, and partnerships.

Digital Marketing Specialist / Tekwill Academy / 2020-2021

Development and implementation of the project's social media strategies. Branding a new identity and growth of the project in the Republic of Moldova regions.

Digital Marketing Specialist / Hi Digital / 2018-2020

EDUCATION

Master - Project Management / Babes-Bolyai University / Cluj-Napoca / 2020-2022

Project Cycle Management, Change Management, Financial Audit of Projects, Business Ethics, Financial Accounting.

Bachelor - Management / Babes-Bolyai University / Cluj-Napoca / 2017-2020

Business Finance, Databases and Software, Marketing Policies and wide types of management: HR, Strategic, Investment.

Bachelor Thesis: *The use of Decision Support System software products in the investment management*

Courses

IT Project Management - Tekwill Academy - 60 hours

UX Design Fundamentals - Tekwill Academy - 50 hours

SKILLS

Marketing Automatization

- Automating repetitive marketing tasks - Zapier & Automate.io
- Scraping data for marketing purposes with botpath - RPA Software
- EmailerLite - automation workflow with triggers for email marketing
- Manychat - complex chatbots for social media

Copywriting

- Strong grammar skills and 6 years of experience in copywriting
- Business English Cambridge, certified in 2019 - B2 Level
- 4 years of experience in writing IT content and over 40 blog posts on tech topics

Email Marketing

- 5 years experience in email marketing exclusively on IT topics
- Tools used: Mailchimp / ActiveCampaign / EmailerLite

Vlah Dumitru

Website

- Advanced user of WordPress, Elementor, and Tilda
- Good knowledge of UX / UI Principles
- Website analysis and tracking with Google Analytics & Hotjar
- Building Heatmaps for a better understanding of the visitor interaction
- Researching the Customer Journey Map for products

Facebook Ads

- Building strategies and action plans
- Setting up campaigns for every stage of Sales Funnel

Hosting Tech/Marketing Webinars

- Promotion & copywriting, setting Typeform & integrations
- Host multiple webinars on different technologies and career guidance

Other skills

- Using Figma for designing prototypes and marketing materials
- Quick data handling and analysis in Google Sheets
- An active listener in a team and facilitator among its members
- Very good time management and task management in Asana/Jira/Miro
- High adaptability, approaching problems outside the box, and creative
- Fast learner and enthusiastic in order to excel in everything I do
- Strategic thinker and direction giver in a team

CERTIFICATES

- Fundamentals of Digital Marketing - Google Garage
- Inbound Marketing - Hubspot
- Google Analytics Advanced
- Cambridge English: Business Vantage - B2
- Entrepreneurship - The Organization for Entrepreneurship Development (MD)

HOBBIES

- Drone pilot and sky-filming addicted
- Street and portrait photography - check my instagram @dumitruvlah :)
- Traveling - I know, sounds cliché, but I try to get cultural shocks every year

FOREIGN LANGUAGES

- Romanian -native tongue
- English - B2 - Business English Certificate Vantage
- Russian -B2
- Comedy - C2