

Raul Ghiurau

Digital and Strategy

Personal Information

Email

raulghiurau@gmail.com

Digital Resume

raulghiurau.github.io

Portfolio

juniamarketing.com

Skills

Marketing campaigns

Product marketing

E-commerce

Project management

Social media management

Graphic Design

Digital Media

Web development

SEO / SEM

Software / Apps

Adobe Photoshop / Illustrator

Google Ads / Analytics *Excellent*

HTML / CSS *Excellent*

Motion / After Effects *Very Good*

Klaviyo / MailChimp *Good*

Very Good

Languages

Romanian - Fluently Speak/Write

Seasoned digital and strategy professional, specializing in Ecommerce and marketing. My experience lies in building online presence, managing growth for e-businesses, and product promotion. I'll use my extensive knowledge of eCommerce, SEO/SEM/Online Display Advertising to help grow a company's revenue.

Experience

2016-06 - **Marketing Manager**

Present

OTR Performance Inc.

Responsibilities:

- Establish 4 Shopify / Magento E-commerce stores
- Report monthly Ad budget requirements and goals
- Produce weekly videos for 4k+ Youtube subscribers
- Generate sales leads through product landing pages
- Develop weekly Adwords keyword marketing
- Produce 200+ product photography and editing
- Manage vendor relations and Ad negotiations

2014-10 - **Brand Manager**

2016-06

Truckfaults LLC

Responsibilities:

- Oversaw all truckfaults.com brand and strategy
- Consulted Ruby on Rails App engineering and Dev team
- Attended trade shows and built vendor relations
- Created online/offline advertising literature
- Increased application awareness, interest and demand

2014-02 - **Graphic Design Intern**

2014-06

WSI Global

Responsibilities:

- Design website banners using photoshop
- Meet with clients and discuss web development
- Collaborate with management on client projects

Education

2012-10 - **Bachelor of Business Administration**

2014-06

Baker College of Auburn Hills

Marketing Major:

- Member of DECA

Digital Media Production Minor:

- Integrated Branding

Certificates

FAA Part-107 Certified drone operator