

Mădălina Stănescu

*Founder Optimized - Digital Agency
Google Certified Trainer*

Professional background

Founder Optimized (Digital Agency)

2017 - Present

Optimized is a Google-awarded PPC agency dedicated to serving mid-to-large businesses in Romania. We help brands from various industries (such as Fashion, Apparel, Toys, Services etc) to grow their online sales and reach their marketing goals with the help of Google Ads, Facebook Ads and other paid digital tools (performance marketing). We pride ourselves on being a data-driven team and always work to strict targets with our clients to help them meet their business goals. And we have one goal above all else: passion for what we do.

Achievements:

- Google Awarded Agency - Best Performance Max for Retail 2022
- Google Partner, Meta Partner
- Launched Digital Lead Podcast in collaboration with the largest news platform in Romania (HotNews.ro)
- Delivered trainings and workshops on Digital Marketing, Google Ads, Facebook Ads, Google Analytics to students and entrepreneurs as Google Certified Trainer in Romania
- Speaker on top retail events in Romania: eComTeam, Retail Arena, GPeC
- Delivering in-house trainings: HAMA International, NN Insurance, Cersanit, DC Communication
- Mentor in GPeC Ecommerce Programme
- Managed annual marketing budgets: 4+ Mil EUR
- Building & managing a senior-level performance marketing team
- Work on strategy and performance marketing management with top companies on the local market

Growth Marketing Manager

2019 - 2021

Google UK

Consultant for growth marketing initiatives of Google products across Google-owned properties (Search, Maps, Drive, Gmail etc).

Achievements:

- Developed growth marketing strategy for Google Search
- Developed growth marketing strategy for Google Assistant
- Developed growth marketing strategy for Google Growth Engine
- Developed and launched a growth marketing process across 40+ EMEA countries

Program Marketing Manager

2014 - 2016

Google Romania

Achievements:

- Grew Google Partners Program through customized education & incentives.
- Launched Atelierul Digital program, aiming to train 100K students and companies across Romania on digital skills.
- Launched & Managed Atelierul Digital Hubs: 5 regional hubs in top universities offering support & digital consultancy to local entrepreneurs.
- Launched Startupcafe.ro (in partnership with a local publisher) aiming to educate at scale SMBs on how to enhance their digital presence.

Business Owner

2010 - 2019

3Pitici.ro (e-commerce toys shop, 80k+ visitors/month)

3Pitici.ro is one of the largest e-shop in Romania with Toys & Bay Products. Our goal is to become the main destination for parents who want the best products for their children. Our portfolio has a great variety of international brands (more than 15,000 products listed) and we are constantly focusing on delivering a good online shopping experience to our customers.

Achievements:

- Reached 80,000 customers and 95k monthly visitors within the first 5 years. Silver awarded start-up at Romanian E-commerce Gala 2013.
- Master digital marketing channels with strong ROI, preserving a continuous YoY growth in revenues.

Group Marketing Campaign Manager

2012 - 2014

IBM Benelux

Achievements:

- Successfully coordinated owned and 3rd parties events for software brands in Benelux
- Increased marketing revenues through demand generation activities, online campaigns shaped to local needs, and close collaboration with sales management (progression activities, sales plays, go-to-market strategies, and inside sales coordination).

Digital Marketing Manager

2010 - 2012

PC Garage Group (E-commerce, 2 mil+ users/month)

Achievements:

- Successfully increased the conversation rates through innovative and cost-effective marketing campaigns by 50%.
- Developed new marketing channels while attracting 30% more traffic.
- Significantly improved client development through marketing and client service programs.
- Gained 70% more positive media coverage (mainly social media).

Digital Marketing Coordinator
Ringier Romania (Swiss Media Group)

2007 - 2010

Achievements:

- Increased website audience by y establishing long term partnerships
 - Delivered 50+ audience analyses for top management on TV, press, and online landscape (also acting as the Group media planner).
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Education & Certifications

SNSPA, Faculty of Communications and Public Relations

2005 - 2008

Bachelor of Communication

BA degree: 10

Google Certified Trainer

Google Ads Certified Individual

Google Analytics Certified Individual

Meta Certified Professional

Skills & Interest

Languages

English: Proficient user

Analytical skills

Proficiency in online (Google Analytics) & media (press + TV) data analysis tools & research.

Hobbies

Tennis, swimming, tango