

Mihai Dragomirescu

Marketing strategist / Clarity Coach / Simplificator
with Brand/Product Marketing/Management experience.

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Product Marketing. I help others understand and utilize technology to be at the forefront of their vision

22+ years of actively managing projects and teams in online businesses. Current interest: hand-holding entrepreneurs who grow, serve and build communities and helping small-mid businesses get more clarity on their goals and what is the optimum tech stack they can use to get there.



Currently, co-bringing the future of marketing to the present with 2Performant. I've been actively building teams and growing online products for various public and not public companies like - Oracle, Central European Media Enterprises (PRO TV Bulgaria), eJobs, Softwin, and Getlokal. Working in different teams, spread across the globe but also managing my own team I have launched big-scale news sites, television sites, a big private venture academic community for teachers, students, and parents from Romania (Intuitext), a going-out website & app - Getlokal - leading the local operations for almost 4 years and product-managed mobile apps - coordinating the development and design teams and aligning them to stakeholders vision. Provided team and project coordination for the launch of a new eShop for Mobuy LLC.

Professional Experience

• January 2020 - present [full-time]

Company: 2Performant.com - Gamified affiliate network. Global brands. Weekly payments. Friendly support. Cool UX. 2Performant is a user-focused affiliate marketing network that facilitates a cost-per-sale partnership between digital marketing professionals & online retailers.

* Position: Product Marketing Manager (since August 2022)

Success Manager for improving company metrics and growth by leveraging Hubspot Hubs: Marketing, CMS, Sales, and Service.

- Bring clarity and the right tools to improve the workflows of my fellow colleagues.
- Communicate efficiently with our 20k+ user ecosystem
- Launch events strategy and implementation
- Full stack marketer bringing a mix of strategy and execution on various initiatives that help 2Performant ecosystem of affiliates and advertisers have more productive relationships and increase their business. Bringing clarity and the right tools + training to improve the workflows of my colleagues.
- Helped produce over 40 hours of live video content for Black Friday and already 16 Daily Grind live podcast episodes.

*** Position: Community Manager, Customer Support Advisor, Education (2020-2022)**

- Stewarding an online community made of Facebook Groups and Telegram Channels from the ground up to currently 12k members.
- Hosted over 40 live online events with various guests and professionals that help boost community members' skills, performance, and motivation. Daily posts and activity moderation.
- Published guides and online courses.
- Established relevant partnerships to help community members grow their performance with affiliate marketing.

• September 2020 - January 2021 [part-time]

Company: awarenow.io - rebranded to profi.io

Position: Community Manager

Started enabling a community of freedom teachers - people that work in the service of others.

• October 2020 - present

Company: Mihai.love

Position: Business consultant / Clarity Coach / Marketing Strategist

Use my experience to help entrepreneurs gain clarity on their goals and find the correct tech stack and strategies that can help them achieve their businesses' KPIs.

Mailchimp Partner listed in [Expert Directory](#). Hired by Mailchimp to deliver 80+ consultancy sessions on e-commerce to Mailchimp clients, small business owners from all over the world. An exhilarating experience, that allowed me to sharpen my skills and make new contacts.

• May 2016 - September 2019

Organization: Romania Healing // In 2021 reinvented to Respira.love - creators curator

Position: Founder

Organized and promoted 40+ national events and retreats with international facilitators in various holistic healing modalities: family constellations, sexuality, and shamanic. Initiator of flash-mob type activities like [#TheBiggestEyeContactExperiment](#) and [#ColectivUnplugged](#)

• December 2015 - June 2016 - moved from Bucharest to Brasov

Company: General Magic - ROUTE 66 - <http://www.generalmagic.com>

Position: Marketing Director

Marketing strategy planning and execution for the launch of a truly innovative product that will bring Advanced Driver Assistance features to the masses. Led initiative for successfully funded Kickstarted campaign.

• June 2015 - December 2015

Company: eJobs - <http://www.ejobs.ro>

Position: Chief Product Officer + Brand Manager

Tackling recruitment and technology. Cementing local market leader position. Coordinating re-branding of the company, re-design of the site and mobile app, and launching campaigns of the new concept, including BTL activities and TV promos.

• January 2015 - June 2015

Company: Mobuy - <http://www.mobuy.ro>

Position: Chief Product Officer + Business Development Manager

I joined Mobuy as an external consultant/product manager/business development manager to create and launch a new product - the mobuy eShop - now live at www.mobuy.ro. Mobuy has an in-store discounts mobile app and they were looking for ways to launch a desktop site - and as their app partners usually had unsold stock (fashion) - the eShop was a natural choice. I managed the design, development, and marketing team and created a custom-made eShop in under 4 months. Also coordinated the sales team in getting product feeds and deals for the shop and populated the shop with 1000+ product listings. Email marketing strategy, and social media strategy were also part of my attributes.

• August 2011 - January 2015

Company: Getlokal (SaaS with a similar business model to yelp.com - promoting small businesses)

*** Position: General Manager Getlokal Romania**

- My role was to successfully manage the Romanian operations of Getlokal - including but not exclusive to all administrative tasks, HR, recruiting, team management, online sales, and marketing, representing the company's best interests.
- In 3 years I managed to grow Getlokal.ro from 0 to 200.000 monthly active users, 90.000 registered accounts, 400.000 monthly pageviews, and 120.000 Facebook fans. My biggest team was of 7 people + collaborators. I created the getWeekend weekly YouTube show and introduced to Romania Suspend Coffee concept which now has more than 70 supporting locations across the country.
- Generated total sales of 350.000 euros in a market where all the HoReCa/ hospitality promo money was spent on flyers and offline promo.

*** Position: Mobile and New Products Getlokal Group**

- My involvement in Getlokal grew and I become involved in all product developments - including site new features and our mobile app which we did not have before I joined. I sold management the need to have a great mobile app as our product is mostly consumed on mobile (45% of site traffic).
- The mobile app offers unique features and is currently the best going-out app in the Balkans. I projected and managed the app from day one, switching development teams 3 times and successfully coordinating app development and marketing.
- Over 95k downloads, 136k updates, UI in 16 languages, and covers places info (contact information, pictures, and user-written reviews) and events happening near you for Romania, Bulgaria, Macedonia, Serbia, Hungary, Finland, and Russia.

• April 2010 - October 2011

Company: Softwin - Intuitext eLearning and Online Publishing

Position: Online Manager

Coordinated a team operating 11 websites focused on education and an e-commerce platform that I have grown from zero to 100k euros annual revenue.

• September 2009 - not currently actively engaged with

Company: UrbanKID.ro - Romanian positive parenting blog

Position: Founder / Owner

The positive parenting community helps early parents get better, be more conscious about their child's uniqueness, and keep them informed by taking advantage of everything that has been researched up to date as opposed to being hung up in old pesky parenting habits that damage children's growth and education. If one could improve the way we understand our children and raise them into the adults they should become, that could change the world. That simple.

2012 + 2013 - 1st Prize - Webstock Awards - for Publishing (2012) and Audio & Video (2013)

Organized offline meetings with readers - more than 150 participants each time.

• **November 2008 - June 2009**

Company: CME - Central Media European Enterprises

Position: Internet Business Unit (IBU) Manager / Sofia, Bulgaria

Responsibilities:

IBU setup. Strategy and planning for starting up CME Internet business in Sofia, Bulgaria -TV2 & RingTV. Hire IBU Team, coordinate with other countries, and help them integrate within CME organization and other TV departments. Budgets and narratives

Achievements: Staffing IBU (journalists/editors, editor-in-chief, developer, designer), Launching 6+ websites in record time (3 months), Successfully dealing with a lot of cuts, crisis budget, etc

+ 1500% traffic and unique visitors increase on sites in our portfolio.

• **November 2007 - November 2008**

MediaPro Interactiv (Online Division of MediaPro Group)

Position: Business Development Manager

Responsibilities: Market Research, strategy and planning for expanding local business in Central and Eastern Europe (Czech Republic & Slovakia, Hungary, Ukraine, Serbia & Montenegro, Croatia, Moldavia. Developing a business plan for local operations in Prague. A new business organizational chart, job descriptions, and contact with local suppliers.

Account & Project management for local clients: estimations, budgeting, writing technical specifications (design, html and programming).

• **September 2004 - November 2007**

Oracle - EMEA OPN - Alliances&Channels

Position: Senior Web Specialist

Responsibilities: Updating, new content creation, page formatting for EMEA OPN Portal, serving 28 countries in over 10 languages. Web Development and marketing materials. Project management. Working with virtual teams - OPN Champs - managing translations and content updates.

Marketing campaigns, eBlasts - execution, graphics, managing lists, tracking reports.

OPN Portal traffic reports and statistics. Training new employees

Achievements: Development of OPN Managers HandBook (graphics, layout and html/dhtml programming) - mandatory handbook & quiz test - for all Oracle employees worldwide.

Development and technical sPoC for 18 GTMi's Executive Updates - creating 18 newsletters/month and project managed the development of the GTMi Communications Management Tool - an online self-service application, to simplify the process and manage all the newsletters.

Full design and development for Partnering Excellence Basics web training - mandatory training for all Oracle EMEA employees.

Education

2002 - 2007 SNSPA - College of Communications and Public Relations "David Ogilvy" - major in "New Media - On-Line Marketing"

2000 - 2003 POLITEHNICA - Faculty of Electronics and Telecommunications - 4 years out of 6

1996 - 2000 "Mihai Viteazul" National College - Baccalaureate Grade: 9,66

Training & Certifications

September 2020 - Certified Mailchimp Partner

March 2006 - Successfully Managing People in Projects - Dale Carnegie Training

March 2006 - High Impact Presentations - Dale Carnegie Training

October 2004 - Efficient Customer Relations - AIMS Human Capital

June 2006 - Certificate of Achievement - GTMi's System Development Champ and Best Team Player

June 2005 - Certificate of Achievement - Best Web Designer - OPN Interaction Centre FY05 Awards