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## ABOUT ME

Experienced marketing leader, helping fast-growing organizations secure revenue growth through strong execution of a cohesive marketing strategy, including brand, digital marketing, global events management and lead generation strategy.

## WORK EXPERIENCE

Aug 2017 -  
Present

**Strategic Marketing Consultant | Freelance** | Amsterdam, The Netherlands

I build brand and develop marketing strategies that help organizations realize their potential. My areas of expertise include:

- Marketing Technology Strategy
- Digital Marketing Strategy
- CX strategy
- Brand activation
- Building a multidisciplinary team

Read more at: [www.cristinadanila.com](http://www.cristinadanila.com).

Sep 2018 -  
Aug 2018

**Head of Brand and Communications [freelance]** | **Bloomreach** | Amsterdam, The Netherlands

As Global Head of Brand and Communications at Bloomreach, I took on major global projects, including developing an upscaled, consistent global Bloomreach brand and as well as defining a communication strategy that drives 50% increase in pipeline value. Leading a team of 13 FTE globally and managing an est.3.7MIL EUR marketing budget year.

My role divided into four main areas:

- Inbound marketing strategy: combining an SEO content strategy, web analytics and paid and organic online marketing to increase lead generation.

- Communications: Establish and drive a comprehensive program that incorporates content, PR and social streams for EMEA and NA.
- Awareness: Initiate and execute programs to dramatically increase awareness of Bloomreach brand in our target markets and geos.
- Digital: Own our .com (<http://bloomreach.com/>) and other digital properties, ensuring that they are well situated to support our various marketing programs and also serve as a showcase for our software.

Jan 2016 -  
Sep 2018

**Head of Global Marketing | Backbase | Amsterdam, The Netherlands**

Managing the development and implementation of an integrated global marketing strategy, including lead generation, messaging, event marketing, retargeting and paid marketing channel strategies. I've built up an inbound demand generation engine and worked closely together with the sales teams to support them to achieve their goals.

- Leading a team of 13 FTE globally and managing an est. 3MIL EUR marketing budget per year.
- Defined and executed the communications and PR strategy that positioned Backbase as global leader in our market segment and winner of multiple awards.
- Successfully launching partner marketing programs for driving partner businesses: webinars, events, press releases, tradeshow.
- Responsible for the thought leadership and content strategy that more than tripled the number of inbound leads and more than halved the cost per lead spend while maintaining lead quality ratios.
- Launched and managed the redesign of the corporate brand across all offline and online brand carriers, including the creation of the new marketing site.
- Increased the global conference and tradeshow coverage, being responsible for the successful execution and event management for 40+ events on an annual basis, across the major continents.

Jan 2016 -  
Jan 2017

**Head of Brand and Communications | Backbase | Amsterdam, The Netherlands**

In this role, I have been managing how the Backbase brand is positioned in the global market and translate our mission, vision and brand strategy into go-to-market strategies. Defined and executed the communications and PR strategy that positioned Backbase as global leader in our market segment and winner of multiple awards.

Mar 2014 -  
Jan 2016

**Direct Marketing Manager | Backbase | Amsterdam, The Netherlands**

Responsible for the development and execution of integrated marketing campaigns to ensure that all marketing campaigns are delivered to the market with quality, impact and efficiency. I own all aspects of the marketing campaigns across strategy, processes, workflow, execution, timeline and results. Successfully introduced and managed a new demand generation team within Backbase to increase the outbound prospecting efforts, resulting in outbound being now 25% of the active pipeline.

Jan 2013 -  
Mar 2014

**Global Marketing Executive | Quintiq | 's-Hertogenbosch, The Netherlands**

Responsible for increasing brand awareness and lead generation in the global supply chain optimization market for rail and public transportation. Successfully managing the Public Transport and Rail's Business Unit marketing and inside sales team. Increased business pipeline by coordinating 25+ European and global events.

June 2011 -  
June 2012

**Global Corporate Communications Manager | Orga Systems | Paderborn, Germany**

At Orga Systems, I was managing the global brand and communications strategy, including press relations (media coverage coordination with RLYL press agency), product launch campaigns and content marketing.

- Managing the global brand health check project - reviewing and redesigning all content, including product collaterals, sales kit materials.
- 25 % global media coverage increase by redefining the global media relations strategy (discovering industry focused media, interview pitching, news commenting).
- Coordination of 20+ Global and European events (Mobile World Congress 2012, Metering Billing CRM Europe, Vodafone Innovation Days, internal conferences | seminars, sponsorships, roundtables) resulting in constant event success and new business emerging.

June 2008 -  
May 2011

**Marketing Specialist | KPMG (Bucharest, Romania)**

Responsible for all marketing activities in Romania, including creating corporate collateral and managing 60+ local and national events. Served as primary copywriter and editor for all communication and marketing campaigns.

## EDUCATION AND TRAINING

Oct 2015 –  
Oct 2017

Cambridge Marketing College (long distance learning)  
Postgraduate Diploma in Marketing

Sep 2012 –  
Oct 2013

MBA - Major: International Relations |  
Hogeschool-Universiteit Brussels, Belgium

Sep 2005 –  
Sep 2008

Alexandru Ioan Cuza University, – Iași, Romania  
Graduated in top 5% with average score of 9.37 out of 10  
Major: Management; Minor: Marketing

## SKILLS

### LANGUAGES

Romanian – Native  
English – Fluent business (Cambridge Advanced Exam, IELTS Academic)  
French | Spanish – Basic

### DIGITAL

Marketo | Salesforce Admin | Wordpress | SEO | Google Analytics | PPC | Adroll | Remarketing Google | LinkedIn Sales Navigator | Imageready | MS Office | Slack | JIRA