



# Mirela-Loredana Curiman

SENIOR GLOBAL DIGITAL GROWTH  
MARKETING AND E-COMMERCE &  
COMMUNICATIONS LEADER  
SOCIAL MEDIA GROWTH & STRATEGY



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Amsterdam,  
The Netherlands



30. April 1990

Head of Digital Marketing & Growth with **10+ years of international leadership experience** driving scalable, data-led growth for D2C, SaaS, and purpose-driven organisations. I lead end-to-end digital strategy across **acquisition, performance marketing, CRM, SEO/SEM, content, and CRO**, with ownership of multi-million euro budgets and accountability for pipeline, revenue, and customer growth across global markets. My work has delivered consistent double-digit growth across acquisition, conversion, and retention, supporting organisations including **Google, Miro, Bosch and Amnesty International**.

With a background in **software engineering and UX**, I translate complex business objectives into clear, scalable execution strategies, align cross-functional teams, and drive measurable impact through data-driven decision-making and experimentation. Known for **building and leading high-performing teams**, I operate at the intersection of marketing, product, and data to deliver sustainable growth in fast-paced, international environments.

Based in Amsterdam, I'm open to senior leadership roles globally, including relocation, remote, and hybrid opportunities.

## HIGH VALUE SKILLS

### Growth & Data

- Marketing Attribution Modeling
- LTV / CAC Modelling
- Experimentation Frameworks

### CRM & Lifecycle

- Customer Segmentation
- Email Automation (Klaviyo, HubSpot)
- Retention Strategy

### Tech / Advanced

- SQL (basic/intermediate)
- Data visualisation
- API integrations

### E-Commerce

- Checkout optimisation
- Subscription models
- Marketplace strategy (Amazon, etc.)

## KEY SKILLS

### Marketing & Growth

- Performance marketing (Meta, Google, LinkedIn) • User acquisition • SEO • ASO • Full-funnel marketing strategy • Content marketing • Social media strategy • Copywriting • Storytelling • Inclusive brand communication

### Technical & Analytical

- Marketing analytics • UX-driven insights • Customer journey mapping • Basic HTML/CSS • Introductory knowledge of Java & Python • Data-driven optimisation

### Leadership & Strategy

- Team leadership & mentoring • Cross-functional collaboration • Stakeholder management (C-level & international teams) • Strategic planning • Agile delivery • Inclusive and empathetic leadership approach

## TOOLS AND TECHNOLOGIES

### Analytics & Data

Google Analytics (GA4) • Looker • Tableau • Data analysis & reporting • Funnel & performance tracking

### Performance Marketing

Google Ads • Meta Ads • LinkedIn Ads • User acquisition • Paid media strategy • Budget optimisation • Funnel optimisation

### CRM & Lifecycle Marketing

HubSpot • Salesforce • Microsoft Dynamics 365 • Marketing automation • Customer lifecycle & retention strategies • Segmentation

### E-Commerce & CMS

Shopify • Webflow • WordPress • E-commerce strategy • Conversion optimisation • Digital storefront management

### CRO & Experimentation

Hotjar • Optimizely • VWO • A/B testing • UX optimisation • Usability testing • Conversion rate optimisation

### Design & Content Tools

Figma • Adobe Creative Suite • Canva • Wireframing • Prototyping • Visual storytelling

### Collaboration & Project Management

Notion • Jira • Asana • Agile / Scrum workflows • Cross-functional team coordination



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Proven track record in:

- Scaling brands and campaigns across **90+ international markets**
- **Driving user acquisition, conversion rate optimisation (CRO), and retention**
- **Leading end-to-end digital ecosystems** (paid, owned, earned channels)
- Building high-performing teams and aligning marketing with product and commercial goals

Strong background in tech, digital platforms, and purpose-driven brands, with a strategic mindset and hands-on execution ability.

## VOLUNTEERING & COMMUNITY ENGAGEMENT

### **Amnesty International, Amsterdam | Campaign Volunteer | Aug 2023 - Present**

Contributed to the Write for Rights 2023 campaign, mobilizing over 400,000 letters advocating human rights

### **Amsta, Amsterdam | Volunteer | Jan 2023 - Jul 2023**

Engaged with residents in community activities, promoting inclusivity and well-being

### **Stichting Homomonument, Amsterdam | Volunteer | Jun 2023 - Oct 2024**

Supported LGBTQIA+ community events, co-organized activities, and facilitated inclusive community engagement

## LANGUAGES

German (Native) | English (Fluent) |  
Dutch (Intermediate, actively improving) |  
Japanese (Basic) | Polish (Basic) |  
Romanian (Basic) | Portugese (Basic)

## SOFT SKILLS AND GLOBAL EXPERIENCES

- Strong communicator with an empathetic, collaborative leadership style and high adaptability in fast-paced, international environments. Experienced working with distributed teams, digital nomads, freelancers, and cross-cultural stakeholders across global markets. Regularly engaged in international marketing and tech communities, including speaking and participation at the **Fukuoka Digital Nomad Summit (Japan, 2025)**, the **Digital Nomad Summit (Alicante, 2026)**, and multiple digital nomad and tech events in Amsterdam and across the Netherlands.
- Proven **leadership experience managing cross-functional teams of 15-30 people**, including in-house hires, freelancers, and global agency partners. Experienced in executive-level strategic decision-making, contributing directly to high-level planning, growth strategy, and organisational direction.
- Increasingly active as a **speaker on digital marketing, growth, and e-commerce**, with a strong focus on scalable, international digital ecosystems.

## EDUCATION

- B.Sc. Creative Startup and Entrepreneurship UVA Amsterdam 2019
- B.Sc. Mobile Media, UX & Usability University of Media Stuttgart 2015 - 2019
- Management Assistant for Digital & Print Media Multi Media Berufsbildende Schule Hannover 2013 - 2015

## WORKING EXPERIENCE

### Global Head of Digital Marketing, Communications & PR Manager

Brand van Egmond B.V., Naarden

Oct 2024 - Jul 2025

- Led global digital, PR, and brand strategy across 90+ markets, managing multi-channel budgets
- Drove +25-40% e-commerce revenue growth through performance marketing and UX optimisation
- Increased online engagement by +50% via integrated paid, organic, and PR campaigns
- Defined international expansion strategy, contributing to double-digit market growth

### Senior Digital Marketing & Growth Consultant (Freelance)

Amsterdam / Global

Sep 2022 - Dec 2024

- Delivered end-to-end growth strategies across 15+ international clients
- Reduced CAC by 20-35% and increased conversion rates by +15-30%
- Scaled paid media campaigns (Meta, Google, LinkedIn) with budgets up to €500K+ annually

### Senior Growth Marketing Manager

Miro, Amsterdam

Jul 2021 - Jul 2022

- Led multi-market growth initiatives across 10+ key markets
- Increased organic traffic by +40% through SEO and content strategy
- Improved activation and conversion rates by +20% via funnel optimisation
- Partnered with product teams to scale product-led growth impacting millions of users

### Head of Digital Marketing & E-Commerce

The Hempany GmbH, Stuttgart

Aug 2020 - Jul 2021

- Owned e-commerce P&L, driving +30% revenue growth YoY
- Managed full-funnel marketing (paid, SEO, CRM)
- Increased conversion rates by +25% through UX and CRO initiatives
- Improved customer retention by +20% via lifecycle marketing strategies

### E-Commerce Web & UX Specialist

Onventis GmbH, Stuttgart

Aug 2020 - Jun 2021

- Increased conversion rates by +15-25% through A/B testing and UX optimisation
- Reduced bounce rates and improved funnel efficiency using analytics insights

### Junior IT Project Manager

Full Moon Group GmbH, Stuttgart

Nov 2018 - Jun 2020

- Managed 10+ digital projects with cross-functional teams
- Delivered projects on time and within scope, improving team efficiency by +20%

### IT Project Manager (CRM Internship)

Avanade, Stuttgart

Mar 2018 - Aug 2018

- Supported implementation of Microsoft Dynamics 365 CRM across enterprise clients
- Increased user adoption and process efficiency through training and optimisation

### Global Marketing Intern

Robert Bosch GmbH, Stuttgart

Jul 2017 - Feb 2018

- Supported global campaigns reaching multiple international markets
- Contributed to content and campaign coordination across regions