

MIRELA-LOREDANA CURIMAN

Portfolio

Purpose-driven Global Marketing & Communications Leader
10+ years of international experience shaping digital
ecosystems where performance meets **purpose**.

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ABOUT ME

Professional summary

“I combine creativity, analytics, and empathy to grow engaged, diverse, and loyal audiences. I create data-informed, human-centered campaigns that connect and convert. Bridging business growth with inclusive storytelling and social impact.”



Highlights:

- Led marketing and communication strategy across 90+ countries
- Achieved up to 300% organic community growth within 6 months
- Worked for Google, Miro, Avanade, Bosch, Brand Van Egmond and Amnesty International on global digital marketing and brand initiatives
- Managed multi-million € budgets and cross-functional teams of 15+ across continents

A digital nomad and global collaborator, I've worked across Europe, the Americas, and Asia, most recently with creative partners in Japan.

→ Turning empathy and data into [sustainable global impact](#).

Core values that guide my leadership

My story is one of transformation — from a first-generation migrant woman fascinated by technology to a senior global marketing leader *shaping digital futures*. Each challenge became a catalyst for growth and purpose.



Curiosity – Lifelong learning fuels innovation and keeps me at the frontier of change.



Empathy – Every campaign starts with understanding real people and their needs.



Justice – I stand for equality, inclusion, diversity and ethical communication.



Smartness – Combining creativity with data for strategic clarity and measurable outcomes.



Love for Technology – Using innovation to empower humans, not replace them.



Connection to Humans & Nature – Striving for sustainability and balance in growth.

“These values shape how I lead teams, communicate brand purpose, and design marketing ecosystems that are both profitable and meaningful.”

“ I partner with sustainability visionaries, human rights defenders, women and queer leaders—those who create from love and embody purposeful integrity, redefining excellence as an expression of authenticity, not conformity.

★★★★★ ”



References

Global Corporations & Technology



Media outlets and publishing houses



References

Non-profit and social impact

**AMNESTY
INTERNATIONAL**



AMSTA

**HOMO
MONUMENT**

Fashion, Art and Festivals

**BRANDVAN
® EGMOND**



**MILLERNTOR
GALLERY**

M.STORIES

FROM CORPORATIONS TO PURPOSE:

My Journey Toward People- Centered, Impact-Driven Work

“After more than a decade working with global brands and corporations, I chose to transition toward collaborations that inspire me on a personal level —projects driven by people, creativity, and meaningful impact. Today, I focus on partnering with individuals whose work moves me and whose **missions I am proud to support.**”

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William Brand

the Dutch designer behind BVE renowned for creating extraordinary chandeliers and lighting sculptures for clients including Chanel, the Dutch King, Beyoncé, and numerous embassies worldwide. I prepared and organized a [full editorial interview](#) with him and produced several of the brand's [most recent global press releases](#), highlighting his creative vision and craftsmanship on an international stage.



Mario Pashev

CEO of DevriX, a leading engineer and advisor with experience at VMware, SAP, Saudi Aramco, CERN, and MIT. With multiple company exits and investments in 20+ startups, he brings deep technical and strategic insight. Together, we redesigned the [BVE website](#), adding modern architecture, digital catalogues, and a streamlined store-finder experience.



Celine Flores Willers

CEO of The People Branding Company, renowned model, and top European business speaker and moderator, has built a career helping leaders amplify their personal brands. I collaborated with her to optimize LinkedIn for multiple CEOs—enhancing [profiles](#), [creating content](#), and launching newsletters that boosted visibility, engagement, and follower growth.



Micha Fritz

co-founder of Viva con Agua, an organization working with some of the world's most famous artists and activists — including Ed Sheeran and Billie Eilish — to champion water as a human right. I lead digital marketing for their major cultural events, most recently the [Millerntor Gallery](#), helping amplify their mission, drive engagement, and build global awareness.

FOCUS OF EXPERTISE

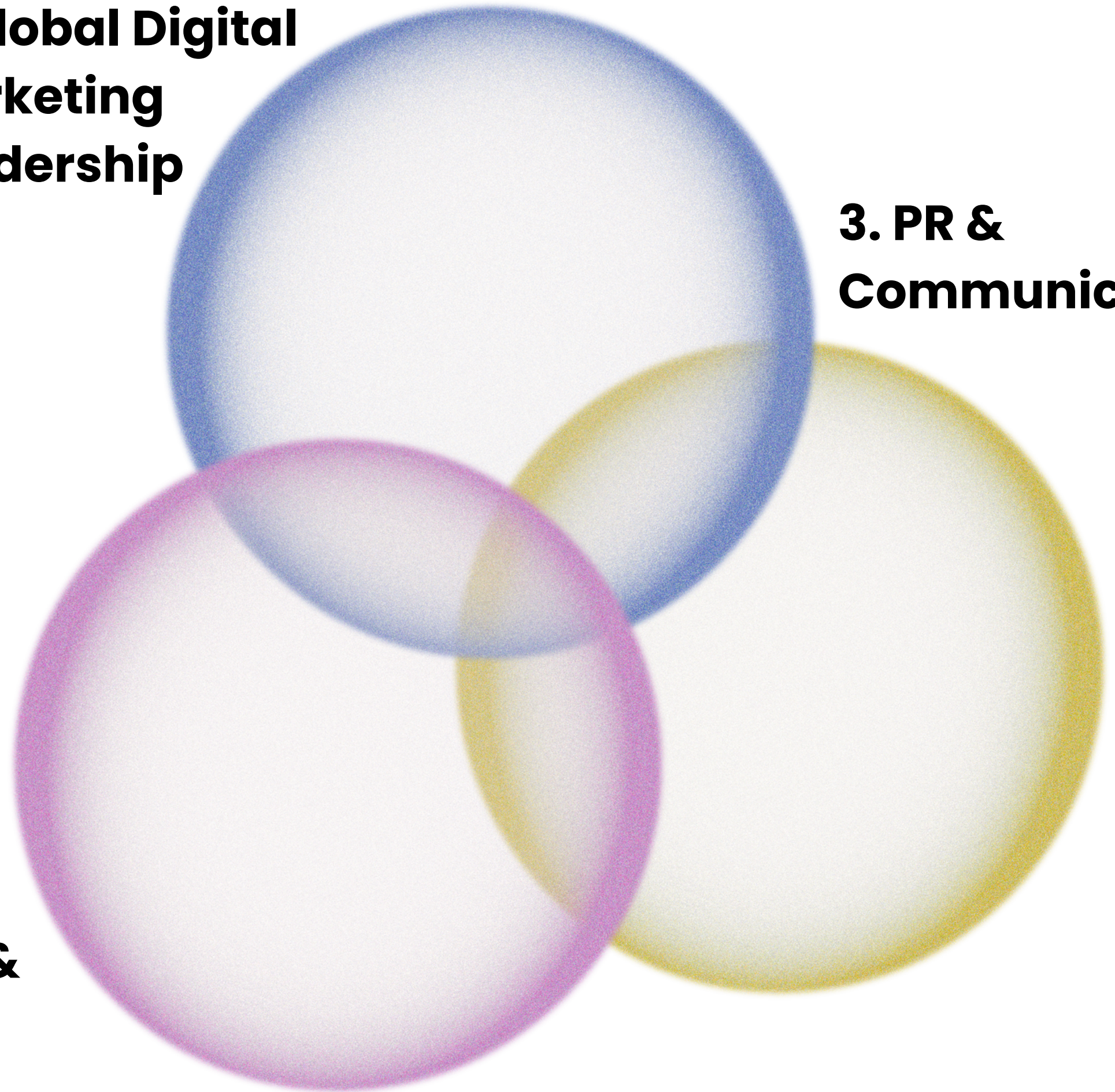
Sector Expertise & Achievements

**1. Global Digital
Marketing
Leadership**

**2. Website
Optimization, SEO &
Content Creation**

**3. PR &
Communications**

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1. Global Digital Marketing Leadership

- Designed and executed international marketing strategies across **90+ markets**
- Increased **global digital engagement by 250% YoY** through integrated campaigns
- Managed **€2M+ annual digital budgets** with full P&L responsibility
- Built and led high-performing global teams (25+ members, hybrid and fully remote structures)
- Collaborated with **top-tier influencers** and key opinion leaders on LinkedIn, Instagram, Meta and TikTok



2. Website Optimization, SEO & Content Creation ¹⁰



ahrefs

SEMRUSH

Midjourney

HubSpot

Looker Studio

Google Search Console

- **Optimized multilingual websites** for UX and conversion (+45% session time, +38% CTR) for Onventis, Miro and Brand Van Egmond
- Delivered **localized content strategies in 15+ languages** using best-in-class SEO tools (Ahrefs, SEMrush, GA4) for Miro
- **Led global rebranding projects** and cross-channel storytelling strategies for Brand Van Egmond

3. PR & Communications

- Managed global PR and media relations in **90+ countries** for Brand Van Egmond
- Featured in outlets like Forbes, Business Insider, Vogue and TechCrunch
- Directed global communication campaigns with **100+ press partners and photographers**
- Led **high-impact brand storytelling** initiatives that strengthened executive positioning and secured recurring international media coverage
- **Built strategic partnerships** with top-tier publications, influencers and design institutions, driving sustained visibility across luxury, lifestyle and tech sectors

TC TechCrunch

Forbes VOGUE

BUSINESS INSIDER

SPIEGEL ONLINE

How I Work

Audit & Discovery (Weeks 1–3)

- Comprehensive audit of digital channels, brand voice, UX, and competitors
- Identify growth opportunities and key pain points
- Present initial findings and quick-win recommendations

Strategy & Setup (Month 1–3)

- Define OKRs and success metrics aligned with business goals
- Create 12-month growth roadmap and content calendar
- Launch initial campaigns, test messaging, and gather performance feedback

Growth & Optimization (Month 4–6)

- Scale campaigns and organic reach
- Refine creative, targeting, and automation based on performance data
- Celebrate milestones and optimize for next sprint go

Expansion & Sustainability (Month 7–12)

- Outsource or expand team capacity as needed
- Conduct quarterly review (wins, learnings, new goals)
- Deliver an end-of-year growth map with strategic insights for the next cycle

UNITING TEAMS, DISCIPLINES & LEADERSHIP LEVELS INTO ONE
ALIGNED, HIGH-PERFORMANCE GROWTH ENGINE

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How I Lead Cross-Functional Agile Collaboration

I work with a deeply collaborative, agile-first approach that brings together every department essential to growth: marketing, growth teams, content collaborators, data analysts, product managers, software engineers, designers, and C-level leaders (CEO, CTO, and executive stakeholders).

Because I have studied, worked, and delivered results across all of these fields, I bridge their languages, align priorities, and ensure that every sprint moves the company toward clear, shared goals.

HOW I OPERATE INSIDE YOUR ORGANIZATION:

- ✓ **AGILE SPRINT RITUALS** THAT INVOLVE ALL RELEVANT FUNCTIONS (WEEKLY STAND-UPS, SPRINT PLANNING, RAPID DECISION LOOPS)
- ✓ **CLEAR TRANSLATION ACROSS DISCIPLINES** – TURNING TECHNICAL LANGUAGE INTO STRATEGIC PRIORITIES AND VICE VERSA
- ✓ **CROSS-FUNCTIONAL ALIGNMENT** THAT KEEPS MARKETING, PRODUCT, AND LEADERSHIP FULLY SYNCHRONIZED
- ✓ **BALANCED WORKLOAD** ASSESSMENT USING MY BACKGROUND AS AN IT PROJECT MANAGER TO REALISTICALLY PLAN TIMELINES AND CAPACITY
- ✓ **STRUCTURED ACCOUNTABILITY FRAMEWORKS** SO EVERY TEAM MEMBER KNOWS WHAT SUCCESS LOOKS LIKE
- ✓ **RAPID DECISION-MAKING CULTURE** BASED ON DATA, CLARITY, AND LEAN PROCESSES
- ✓ **IMPLEMENTATION OF LIGHTWEIGHT, EASY-TO-LEARN TOOLS** THAT SPEED UP COLLABORATION AND REMOVE FRICTION

How I Lead Cross-Functional Agile Collaboration

This approach is especially transformative for startups, NGOs, and fast-scaling teams—where alignment often breaks down and speed is critical. I bring not only strategy, but the operational systems and leadership experience to keep teams empowered, connected, and moving forward with confidence.

The result:

A **culture where teams collaborate fluidly**, decisions happen faster, execution becomes effortless, and the organization grows sustainably through structure—not chaos.

And a unique advantage:

✓ **Access to my international network of experts**—senior designers, UX managers, brand strategists, marketing specialists, and social media professionals who can be brought in immediately or contracted as needed.

This allows us to move fast, even when internal teams are small, overstretched, or not yet established.

And who also speaks your language — literally.

Fluent in **German** and **English**, with conversational ability in **Spanish, French, Polish, Romanian, Dutch, Portuguese**, and **basic Japanese**.

This allows me to collaborate seamlessly with international teams, multicultural communities, and global audiences.

A senior strategist who speaks the language of:

- ✓ Marketing
- ✓ Product
- ✓ Data
- ✓ Engineering
- ✓ UX/UI
- ✓ Leadership
- ✓ Creativity
- ✓ Nonprofits & advocacy
- ✓ Community-powered growth

★ Full-Time Hiring Option (Global + Europe)

For organizations that want to hire me exclusively as a full-time strategic lead.

Europe (Full-Time Salary)

€80,000 – €120,000 / year

Equivalent in USD

\$86,000 – \$134,000 / year

(based on €1 = \$1.08–\$1.12)

Audit & Discovery	5000 Euro
Strategy and Setup	15. 000 Euro
Growth & Optimization	25.000 Euro
Expansion & Sustainability	35.000 Euro
12 - month growth Roadmap	10. 000 Euro
Consulting rates global	\$270 -390/hour

INVESTMENT OVERVIEW

Your Fractional Digital Strategist & Brand Growth Partner

Together with my global expert network, I offer strategic and executional support across:

- Global Digital Marketing Strategy & Growth
- PR & Global Communications Management
- AI Tools & Automation Advisory
- Social Media Optimization & Influencer Partnerships
- SEO, Content Strategy & Localization

Partnering with me as a fractional digital strategist is a €80K–€120K annual investment in high-impact brand elevation, executive positioning, and measurable digital growth. My work integrates strategy, storytelling, and performance marketing at the level of international designers, CEOs, founders, and global change-makers. Each partnership begins with a strategic roadmap, defined performance targets, and a co-created KPI dashboard to ensure clarity, alignment, and continuous momentum.

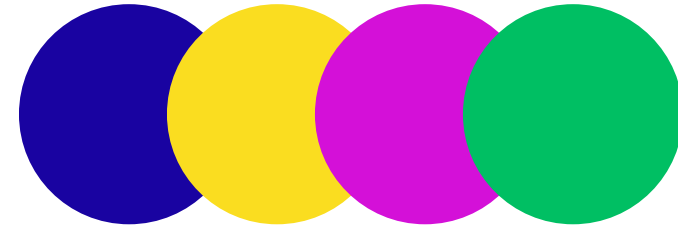
INVESTMENT OVERVIEW

Your Fractional Senior Digital Strategist & Marketing Growth Partner

What this investment unlocks:

- High-impact strategy across brand, content, PR & digital growth
- Executive-level support without executive-level overhead
- Direct access to senior expertise (not junior teams)
- Priority execution and fast implementation
- Transparent KPIs & performance dashboards
- Measurable improvements in reach, influence, and authority
- Multi-disciplinary expertise (marketing, product, UX, data, engineering, leadership)
- Multilingual capabilities (DE, EN, + 7 additional languages)
- My network of senior specialists
- Global experience across NGOs, startups, CEOs, creators, and sustainability leaders

SENIOR CROSS-FUNCTIONAL DIGITAL LEADERSHIP YOU CAN ENGAGE FLEXIBLY: FRACTIONAL, FULL-TIME, OR PROJECT-BASED, TAILORED TO STARTUPS, CREATORS, NGOS, AND HIGH-GROWTH ORGANIZATIONS.



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