Mirela Curiman

PROFESSIONAL SUMMARY

Global Website & E-Commerce Leader

Global Digital Marketing Leader
Global Website Performance Leader
Fractional CMO



11+ years
international experience

90+
markets

Up to 35
people led

4
continents of agencies

Senior website and e-commerce leader with 11+ years across premium consumer brands, SaaS, marketplaces and educational publishing. Currently accountable for global digital estates spanning 90+ markets, with multi-channel budget ownership and end-to-end responsibility for website roadmap, merchandising, content and CMS, UX/UI and conversion optimisation. Have led multidisciplinary teams of up to 35 and directed external agencies across the Netherlands, Germany, Europe, India, the US and Asia. Background in computer science, which underpins credible collaboration with IT, Product Owners and engineering partners. Available for hybrid work in Amsterdam.

"I work with brands that actually give a damn, and I build the systems that let their values compound, not just convert. Let's scale your impact globally."

Amsterdam · Working globally and remotely
German & English: fluent, native-level proficiency · Dutch: conversational, actively improving
Conversational: Portuguese · Polish · Romanian · Spanish · Japanese

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SELECTED WORK

Global thinking. Practical delivery.

Selected work across global digital platforms, localisation and human-rights advocacy.

Brand van Egmond

90+ markets

Employed · Global Head of Digital Marketing, Communications & PR
Oct 2024 – Jul 2025

CONTEXT — **Fragmented regional messaging and no single global website owner.**

ACTION — **Owned the global digital roadmap, multilingual content system and press communications, aligning web, PR and brand under one backlog.**

OUTCOME — **A coherent multilingual platform and brand presence across 90+ markets; international press communications for the atelier's 35th anniversary.**

Miro

10+ countries

Employed · Senior Growth Marketing Manager
Jul 2021 – Jul 2022

CONTEXT — **Product-led growth needed localised, search-optimised entry points.**

ACTION — **Supported SEO-optimised landing pages and localisation, testing and iterating with product and design.**

OUTCOME — **A localised landing-page ecosystem across 10+ countries, with pages reaching millions of users.**

Amnesty International

Community impact

Volunteer · Write for Rights 2023
Campaign volunteer since Aug 2023

CONTEXT — **A global human-rights campaign relies on public mobilisation.**

ACTION — **Contributed to campaign communications and community mobilisation in Amsterdam through inclusive, action-led storytelling.**

OUTCOME — **Contributed to the wider Write for Rights campaign, which mobilised 400,000+ letters — a collective outcome for human-rights defenders.**

Explore the full leadership portfolio online →

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SERVICES / LEADERSHIP

Strategy, people and delivery systems.

Concise service overview. Full scopes and responsibilities are available online.



01 ## Website Product Ownership

End-to-end roadmap, prioritisation, global-regional adoption, delivery effectiveness and continuous CRO.

02 ## Global Digital Marketing Leadership

Strategy across 90+ markets, P&L, multi-channel budgets and remote teams of up to 35 people.

03 ## Team Leadership & Capability Development

More than 8 years coaching global teams: capability, autonomy, succession planning and accountability.

04 ## Agency, Influencer & Delivery Partner Management

Global partner governance, briefs, KPIs, SLAs, budgets and commercial terms tied to customer experience and growth.

05 ## Global Partner Ecosystem & Innovation

Partner selection, emerging capabilities, RFPs and onboarding — balancing global consistency with regional flexibility.

06 ## Commercial & Financial Management

Agency budgets, resource models, commercial transparency and measurable value from partner investment.

07 ## Influencer & Content Partnerships

Strategic creator partnerships for awareness, engagement, traffic and e-commerce growth.

08 ## Delivery Excellence & Continuous Improvement

Governance, risk management and scalable workflows that improve quality and speed to market.

Explore all services and detailed scopes →

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SERVICES / ACTIVATION

Visibility, customer experience and responsible growth.

Concise service overview. Full scopes and responsibilities are available online.

01 ## Social Media Strategy

Channel architecture, audience research and editorial calendars for credibility and community.

02 ## Social Media Management

Content, community engagement, creator collaboration and ongoing reputation care.

03 ## Social Media Campaigns

Integrated organic and paid campaigns for launches, advocacy and cultural milestones.

04 ## SEA — Search Engine Advertising

Google Ads, Bing and YouTube paid search — multilingual keyword strategy, lean budgets, transparent attribution.

05 ## Website Optimisation, SEO & Content

Multilingual UX, CRO, international SEO and editorial systems.

06 ## PR & Communications

Strategic communications and global media relations for organisations that lead with values and craft.

07 ## Cross-functional Agile Leadership

Align marketing, product, data and engineering with clear accountability.

08 ## Inclusive Brand & Storytelling

Inclusive voice, narrative and creative direction for women-led, queer-led and human-rights organisations.

09 ## Responsible AI & Marketing Systems

Ethical AI-assisted content, automation and analytics with human oversight.

10 ## Audit, Strategy & Roadmaps

Standalone strategic engagements: comprehensive audits, 12-month growth roadmaps and quarterly executive reviews.

11 ## Geo-Marketing & Market Localisation

Geo-targeting, local search and localised experiences shaped by regional context.

Explore all services and detailed scopes →

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CORE VALUES

Purpose is a way of working.

Personal principles, made tangible through technology, teams and communities.

01	Curiosity	**Lifelong learning and experimentation. Built a chatbot in a week and won the 2018 HdM / SharePointForum hackathon.**
02	Empathy	**Understand real customer needs first. At Onventis, UX research and funnel optimisation shaped enterprise B2B journeys.**
03	Justice	**Stand for human rights and inclusion. Amnesty campaign volunteer since 2023; Gender Team activist since October 2026.**
04	Smartness	**Connect creativity with data. At Miro, localised landing pages and experimentation supported growth across 10+ countries.**
05	Love for Technology	**Use innovation to empower people. Computer science and Dynamics 365 implementation at Avanade underpin my technical leadership.**
06	Humans & Nature	**Grow responsible businesses. At The Hempany, owned e-commerce P&L for a sustainable product brand.**
07	Cultural Intelligence	**Global does not mean uniform. Bring multilingual nuance and regional understanding to work across 90+ markets.**
08	Community-driven Growth	**Build with people, not just for them. Inclusive team leadership and community volunteering inform how I listen and collaborate.**
09	Long-term Sustainable Impact	**Prioritise durable brand equity, owned audiences and resilient teams over short-lived growth cycles.**

"Build businesses that matter. Create experiences people love. Lead people who make the impossible happen."

Explore my values and career connections →

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EXPLORE ONLINE / CONNECT

See how I think.

Interactive tools are best explored online — follow the links to try them yourself.

Digital Growth Navigator

Choose one of seven business challenges. Explore possible root causes, first investigations, strategic levers, success and KPIs.

mirelacuriman.com/digital-growth-navigator →

The Global vs Local Challenge

Balance global consistency and local expectations in a 12-country e-commerce business. Explore five decisions and my leadership principles.

mirelacuriman.com/global-vs-local →

Impact Leadership Archetype

Explore your impact leadership archetype through the website's interactive quiz.

mirelacuriman.com/quiz →

Technology I work with

Analytics & Data — **Google Analytics (GA4) · Power BI · 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 — **HubSpot · Salesforce · Microsoft Dynamics 365 · Marketing automation · Customer lifecycle & retention strategies**

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 — **Figma · Adobe Creative Suite · Canva · Wireframing · Prototyping · Visual storytelling**

Collaboration & Project Management — **Notion · Jira · Asana · Agile / Scrum workflows · Cross-functional team coordination**

Explore all tools and resources →

Start a conversation →

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