# Vladislav Vaduvescu

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## Experience

### **CASCINATION AG - Digital Marketing Specialist**

April 2022 - Present

- I have successfully implemented the company's first video marketing campaign.
- · I redesigned and optimized the company's newsletter, achieving a 3% increase in open rate

#### UNO SOFT Agency - Digital Marketer

May 2019 - March 2022

 I've noticed that the sales team spends a lot of time filtering prospects and I come up with the idea and designed a chatbot that segments agency leads; this has improved the marketing funnel for contacting prospects and saved the company's sales team 248 hours per month.

• I created a new design for the agency's landing pages, resulting in a 1.4% improvement in conversion rates.

• I designed the page and the user experience for the e-learning platform of the agency for more than 1200 monthly learners.

• I created 36 informational videos for the Romanian market, which led to an increase of 878 subscribers and 15 clients and still counting.

• I wrote a 203-page book for the Romanian market on Marketing & Design, which is read by over 100 people a month.

Bilablau ApS - Digital Marketer Sep 2016 - Apr 2019

• I implemented and designed specific landing pages for Black Friday, Christmas, Danish Festival of Saint Hans, which resulted in average 0.8% increase in conversion rate compared to last year on the same days.

• I coordinated the work of a small creative team to ensure the project requirements were met. I delegated tasks, collaborate with the marketing executive and check for quality and consistency.

· I come up with the idea and designed the first solution used by the company for cart abandonment which resulted in a revenue increase of 300 000 danish krone per month.

• I created visual concepts using Adobe Photoshop and Illustrator to communicate ideas that inspired, informed, or captivate new customers.



Education	Erhvervsakademi Aarhus 2016- 2018	
		<b>cept Development</b> siderations, plans tactical guidelines which focus on communication and
	<ul> <li>IBA Erhvervsakademi Kolding 2014-2016</li> <li>AP in Multimedia Design and Communication</li> <li>I gained a broad understanding of the entire digital development process</li> </ul>	
	and used it as a solid foundation f	or further studies.
Skills	Adobe Illustrator	• HTML/CSS
	Adobe Photoshop	Video Editing
	• Figma	• Web Design
	Digital Drawing	• SEO & SMM
Skills	<ul><li>Adobe Photoshop</li><li>Figma</li></ul>	<ul><li>Video Editing</li><li>Web Design</li></ul>

Language

English **C1** 

German **B2** 

Romanian Native

# What my colleagues say about me:



### **Dennis Wille**

Marketing Guy @ Hello Retail | eCom SaaS November 3, 2021, Dennis managed Vladislav directly

The qualities that I admire the most when working with people is: Perfectionism, Passion & Grit.

I can honestly say that Vladislav besides being a positive force, was also an embodiment of Grit and Passion. He is relentless in his work ethics, and passionate about design and to this day I still often recommend him to my connections.

Besides being one of the few that I wholeheartedly recommend, I am proud to also consider him a friend.

All the best **Dennis Wille** 



### **Daniel Simion**

Chief Executive Officer at WebLaunch Media Interactive February 8, 2021, Vladislav was senior to Daniel but didn't manage Daniel directly

Vladislav might be the most analytical person I know. He is always fast to respond, intelligent and comes up with creative solutions to difficult problems.

Assisting him was a smooth and organized process. He was always available when needed and did not nesitate to share his programming knowledge. I'd gladly work with Vladislav again.