Adrian Zanfir

Performance Marketing Manager
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Summary

Performance-driven Digital Marketing Professional with 20+ years of experience driving business growth through strategic Paid Search, Paid Social, Display Advertising, Email, SEO, Affiliate, CRO, and Analytics.

Work Authorization

Eligible to work in United Kingdom

Personal Information

Driver's License: B, Cars
Highest Level of Education: Master's
Industry: Marketing

Work Experience

Performance Marketing Manager

Hiddenwell | Moreton-In-Marsh

March 2025 to Present

- Manage paid media and SEO across core channels, focusing on driving quality traffic, lower acquisition costs, and higher ROAS
- Work closely with creative, trading, and external agencies to make sure campaigns launch on time, match brand goals, and hit targets.
- Track daily, weekly, and monthly performance, turning data trends into practical fixes and optimisations.
- Act as the go-to digital marketing lead across teams, sharing regular performance breakdowns and helping guide commercial planning.

Digital Marketing Executive

Hiddenwell | Moreton-In-Marsh

July 2024 to March 2025

- Implemented and drove SEO initiatives to boost organic growth, maximizing visibility and traffic through targeted search strategies.
- Led CRO and website optimization initiatives, enhancing user experience, engagement, and conversion rate.
- Supported paid media delivery, assisting with audience targeting, tracking budget pacing, and coordinating campaign rollouts across channels.
- Produced comprehensive KPI reports for each digital channel, analyzing performance metrics to refine strategy and drive overall digital performance.

Digital Marketing Consultant

Brightmedia | London

February 2017 to July 2024

- Collaborated with clients to develop tailored marketing strategies that boosted revenue and fostered lasting brand engagement.
- Improved clients' ROAS by developing highly targeted digital experiences across Paid Search, Paid Social, Shopping, Programmatic, and Email.
- Analyzed campaign performance to refine client strategies, exceeding lead generation targets and boosting sales.
- Led and mentored a small team of marketing specialists.

Digital Marketing Manager
F64 | Bucharest
December 2014 to February 2017
- Led integrated digital marketing across departments (creative/sales/product/dev) ensuring seamless customer experience.
- Strategized multichannel campaigns (Search, Display, Social, Affiliate, Email) optimizing budgets and exceeding traffic/engagement goals.
- Grew website traffic and conversions through strategic UX, A/B Testing, enhancements and targeted SEO content.
- Generated insightful analytics that helped F64 make strategic decisions.

Online Marketing Manager
ALTEX | Bucharest
August 2013 to December 2014
- Orchestrated high-impact digital campaigns with budgets over 100k/month, reaching audiences across all key online channels.
- Crafted customer-centric email marketing strategies to enhance engagement and build brand loyalty.
- Directed special projects that drove innovation and set new standards.
- Analyzed campaign performance data to make strategic adjustments, consistently improving key metrics.

E-commerce Marketing Specialist
Metro Cash and Carry | Bucharest
March 2011 to August 2013
- Optimized webshop UX/UI, A/B testing, leading to increased conversion rates and improved overall customer experience.
- Integrated online/offline strategies maximizing marketing touchpoints with a seamless omnichannel approach.
- Developed and executed Google & Meta Ads campaigns driving targeted traffic and increased webstore sales.
- Curated engaging email newsletters fostering customer engagement and repeat purchases.

Marketing Specialist
Opel | Bucharest
September 2009 to March 2011
- Increased Opel website traffic and email engagement through Google/Meta Ads campaigns and targeted marketing strategies.
- Coordinated events and trade shows, strengthening brand presence and lead generation.
- Led marketing campaigns aimed at specific customer segments, resulting in noticeable sales growth.
- Studied competitors and emerging trends to continually position Opel as an industry leader.

Education

Computer Science (Master's degree)
Romanian-American University | Bucharest
2004 to 2008

Marketing (Master's degree)
Bucharest University of Economics Studies | Bucharest
2004 to 2008

Licenses and Certifications

HubSpot Social Media Marketing
January 2024 to January 2035
HubSpot Social Media Marketing Certified for targeted social campaigns that build brand awareness and drive audience growth.

Mailchimp Email Marketing Certification
January 2024 to January 2030

Mailchimp Email Marketing Certified, demonstrating proficiency in creating, optimizing, and managing targeted email campaigns.

Google Ads Search Certification
December 2025 to December 2026

Google Ads Search Certified. Expert in creating, managing, and optimizing search campaigns for top performance on the Search Network.

Google Ads Display Certification
December 2025 to December 2026

Google Ads Display Certified. Proven strategist for high-impact Display campaigns that drive traffic, brand awareness, and conversions.

Google Ads Video Certification
December 2025 to December 2026

Google Ads Video Certified for high-performing video campaigns optimized for specific platforms and targeted audience segments.

AI-powered Shopping ads certification
December 2025 to December 2026

Google Shopping Ads Certified. Strategically optimize Shopping campaigns to promote online/local inventory and achieve key marketing goals.

Google Analytics Certification
December 2025 to December 2026

Google Analytics Certified for setting up, structuring, and utilizing reporting tools to deliver key insights about web traffic and audience behavior.

Meta Certified Digital Marketing Associate
December 2024 to December 2026

Meta Certified Digital Marketing Associate, validating proficiency in Facebook, Instagram, Whatsapp and Messenger advertising.

Skills

Google Ads **Email marketing** **Digital design** **Social Media Management** **E-commerce** **Google Analytics** **Meta Ads** **Digital Marketing**

Languages

English - Fluent
Italian - Beginner
Romanian - Fluent
Spanish - Beginner

Additional Information

On a personal note, I like: Travelling, Coffee, Driving, Podcasts, Meditation, Movies, Running, Escape Rooms, watching Formula 1 and playing Tennis.

Links

https://www.linkedin.com/in/adrianzanfir