**Ian Petras**

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| OVERVIEW | Ridiculously well experienced in all aspects of digital marketing, advertising and web development with a dash of statistical analysis and financial experience. A natural leader with strong management experience both in small SMEs and large FTSE100 multinationals.  A true online and offline marketing and advertising hybrid that combines marketing, modern web development and management experience, ranging from analytics, to creative and to technical in one package. I can make a difference from month one, guaranteed. |
| EXPERIENCE | **Informa (LSE:INF) 2016 – present**  Digital Marketing Lead (Experience)   |  | | --- | | * Responsible with overseeing and auditing all digital marketing channels and processes. Directly involved with the digital transformation across the business. * Leading the digital marketing and the digital experience effort across 50+ websites and over 20 individual brands – globally. * Managing all SEO and PPC – planning, implementing, delivering and drawing insight post-launch. * Leading the user journey in all things digital, from top of the funnel to SQLs. * Working with all individual teams on creating, improving and scaling up their respective areas: Social, Content, Paid, SEO, Visual and Branding. * Maintaining an oversight of all inbound and outbound digital marketing within the business, across APAC, EMEA and the Americas. * Acting as an ambassador for data-driven marketing – all marketing efforts have to answer the 4Ws: Why? - Where? - (To) Whom? - What? * Would you like to hear more? |   **London Management Centre 2014 – 2016**  Digital Marketing Manager   |  | | --- | | * Created and lead the marketing department with end to end responsibilities across all channels. Recruited and managed a growing team. * Directly responsible for creating the yearly marketing plan, creating and implementing the strategy, defining and managing the marketing budget and KPIs. * Implemented all analytics, reporting channels and other measuring tools across two web properties. Managed all insights, debriefs and direct reports to stakeholders. * Responsible for all the digital marketing efforts. Directly overseeing a global operation with several EMEA locations, two web properties and a client base of 600+ large companies. * Successful on-site and off-site SEO from the ground up across two web properties. * Built and implemented several PPC campaigns across different platforms with an average of 5% CTR. AdWords, Facebook, LinkedIn, Twitter. * Designed and implemented the email marketing strategy. Implemented all the marketing automation tools and logic – maintaining a CTR above industry average. * Managed and improved the CMS and the front-end of several web properties. Work involved HTML/CSS/PHP/JavaScript requirements. * Responsible for all outside marketing interaction and networking, marketing affiliates and partners. Directly responsible for managing all external agency work. * Notable achievement: Delivered an entire marketing department, marketing team and marketing strategy and consequently, a positive ROI across all channels. |   **Careerjet – London 2014 – 2014**  E-business Developer   |  | | --- | | * Responsible for building, implementing and expanding several EMEA markets. * Heavy SEO and keyword research. * Client acquisition – results based position. * Improved and built the visibility of an international search engine present in over 90 countries worldwide. * Notable achievement: New product developed and launched under my guidance. |   **nameOn Nordic – Stockholm 2013 – 2014**  Marketing Developer   |  | | --- | | * E-commerce responsible for five European markets. Directly involved in the digital and online marketing strategy. * HTML/CSS/PHP/Javascript, Photoshop, Fireworks and Illustrator creative design, producing attractive online campaigns and landing pages. * Played a crucial role in improving two e-commerce web properties. Conducted marketing A/B tests and onsite SEO. * Notable achievement: Developed innovative ways for marketing our products online – from both a technological but also a strategical point of view. |  |  |  | | --- | --- | | **Royal North 2013**  Founder   * Online and offline marketing. * SEO / PPC / AdWords. * Creative design. * Brand management. * Web and mobile development. | **ReadSpeaker 2013** Web Developer (Project based)   * Developing TTS web technologies. * HTML5/CSS3/Javascript + jQuery/Ajax/PHP. * Recent projects: * Browser extensions with proprietary API. |   **AIESEC Sweden 2012 – 2013**  Marketing Assistant   * Brand management and communication strategy creation. * Responsible with the CMS and the web development efforts (HTML/CSS/JavaScript). * Reviewing and updating web content on a regular basis. * Analysis & Reporting: Rigorous campaign analysis and reporting on ROI. * Worked with on-site and off-site SEO, PPC (AdWords) and analytics. * Notable achievement: Increased organic traffic by 43% over a 6 month period.   **M.B.T GmbH Austria 2011 – 2012**  Marketing Communications Specialist   * Implemented and coordinated the online strategy for all paid marketing channels. * Responsible for all affiliate and e-mail marketing operations. * Produced creative promotional web assets (Photoshop and Illustrator). * Strategic planning and branding for the entry into the Eastern European market. * Notable achievements: Launched two new web properties and delivered a complete and successful rebrand.   **Nasii Advertising < 2010**  Account Manager / Marketing Internship |
| EDUCATION | **MSc in Management, Digital Media and Information 2011 - 2013**  Uppsala University  Focus on: Marketing Research, Statistics, Corporate Management, Information and Brand Management, Digital Media, New Media and Digital Marketing.  **BSc (Hons) in Marketing and Communication Science 2008 - 2011**  Babes-Bolyai University  Minor in Business Economics. Focus on Marketing, Advertising, Economics, Corporate Communications, Business Development, International Business and Consumer Behaviour. |
| CERTIFICATES | **Finance Certificate 2012**  Stanford University  Certificate of accomplishment awarded by Stanford University for successfully completing the Finance course.  **Computer Science (CS50x) Certificate (expected)**  Harvard University edX  Certificate of mastery awarded by Harvard University edX for successful completion of CS50x Computer Science course.  **Google Analytics and Google AdWords 2014**  Google  Certified Google Analytics and Google AdWords professional. |
| SKILLS | **Marketing, finance and advertising:**   * Digital marketing and media relations experience, plus concept and strategy planning. * ATL and BTL advertising experience, display advertising, online advertising networks experience (CJ, DoubleClick, AdWords, adCenter, social platforms, etc.) * Account and brand management. Budget analysis, economics and statistics skills. * Trained in crisis management, corporate management and communications. High knowledge of information management, manipulation and persuasion techniques. * Affiliate marketing, e-mail marketing, PPC, SEO, B2B and B2C marketing and several CMS experience (Wordpress, Sitecore, Magento,MODx, Drupal and others). * CPA, CPC, CPL, CPM models experience. Bid management, keyword research and retargeting experience. * PPC and PPL campaign creation and implementation experience. * Social media marketing, analytics experience (Google, Adobe, KissMetrics, Pingdom, GoSquared, etc.) * Marketing automation experience via Eloqua, Pardot, Marketo, HubSpot. * Copywriting, graphic design and e-commerce management experience.   **Technical skills:**   * Strong web development abilities. Fantastic JS and HTML/PHP/CSS experience. * Wireframing and UX design. Can code and implement anything from simple landing pages to email marketing campaigns and full-fledged web sites with CMS and online shopping systems integrated. * Full office suite (any) experience. Statistical analysis via SPSS experience. * Adobe Photoshop, InDesign, Illustrator, Dreamweaver, Fireworks and Premiere experience – creativity comes free of charge. * Solid Google AdWords, Facebook Ads and Google Analytics experience. * Other tools: Crazy Egg, SEO Moz, Majestic, SEM Rush, Omniture, SiteImprove, Cision, MeltWater, Sprinklr, HootSuite, Amazon AWS, etc. |
| OTHER EXP. | **Stanford Venture Lab 2013**  Finance Community TA (Teaching Assistant)   * Helped students with understanding the concepts taught and the general work requirements.   **Uppsala University 2013**  Guest lecturer – Institute for Informatics and Media   * Held lectures pertaining to digital media and marketing for BA and MA students part of the media, economics and HCI (Human-Computer Interaction) departments. |
| LANGUAGES | * English * Swedish * Romanian * Basic understanding of Spanish, French, Italian. |