



# Miruna Nedelcu

[www.linkedin.com/in/mirunaen/](https://www.linkedin.com/in/mirunaen/) • +49 1575 1492487

Berlin, Germany • [miruna.ndelcu@gmail.com](mailto:miruna.ndelcu@gmail.com)

**Marketing Manager with 4+ years of experience driving growth marketing, demand generation, and brand strategy in B2B SaaS and AI-driven companies.** Proven expertise in go-to-market execution, performance marketing, content strategy, community building, and funnel optimization. Strong track record of cross-functional leadership, aligning marketing with sales and product teams to improve lead quality, conversion rates, and customer retention.

## Professional Experience

---

### Marketing Manager

#### [Jobsties](#)

June 2024 - Present

Berlin, Germany

- **Drove 5× ROI through end-to-end B2B demand generation** across LinkedIn Ads, organic LinkedIn, email marketing, webinars, and lifecycle campaigns, directly impacting pipeline growth.
- **Scaled organic LinkedIn growth using content strategy, analytics, and engagement optimization**, increasing impressions from 131K to 2.5M+, establishing LinkedIn as the primary inbound acquisition channel.
- **Built and optimized a content-led inbound funnel generating 40+ qualified inbound leads per week (160+ MQLs/month)**, improving pipeline predictability for sales.
- **Led webinar marketing and conversion strategy** using Luma, landing pages, CRM integrations, and automated email sequences, delivering 500+ registrations and 300+ live attendees per event.
- **Contributed to 100+ new customer acquisitions per month** through webinar follow-ups, retargeting, and sales alignment.
- **Launched and scaled lifecycle and newsletter programs via email marketing tools**, growing subscribers from 0 to 1,900+, improving lead nurturing and retention.
- **Partnered with Sales and RevOps on MQL-SQL definitions, CRM hygiene, pipeline reporting, and attribution**, improving conversion rates and sales velocity.

### Marketing Specialist

#### [Jina AI](#)

August 2023 - June 2024

Berlin, Germany

- **Executed multi-channel growth marketing strategies across paid media, organic social, SEO, SEM, and email**, driving 120% engagement growth and 110% website traffic growth, contributing to 30% of annual revenue.
- **Designed and optimized email nurture and lifecycle campaigns using performance metrics (open rate, CTR, conversion rate)**, increasing engagement by 25% and strengthening mid-funnel performance.
- **Developed product marketing and sales enablement assets (one-pagers, case studies, testimonials, blog content)** to support ABM, B2B SaaS GTM, and AI product positioning.
- **Planned and executed in-person and virtual events (100+ attendees)** using Mailchimp, Zoom, Zapier, generating qualified leads and increasing brand awareness in the AI ecosystem.
- **Managed a €20K influencer marketing budget, activating 50+ creators across Youtube, Twitter and LinkedIn**, driving 10K+ follower growth and sustained inbound demand.
- **Ran A/B testing programs across ads, landing pages, and email campaigns**, improving conversion rates and CAC efficiency.
- **Led KPI tracking and dashboard setup, and onboarded, trained, and managed 2 new marketing team members**, supporting team scale and performance visibility.

### Sales Development Representative

#### [NinjaOne](#)

April 2022 - March 2023

Berlin, Germany

- **Achieved 120% of monthly targets consistently, exceeding KPIs and contributing directly** to B2B SaaS revenue growth.
- **Managed outbound and inbound data in Salesforce, Salesloft, and ZoomInfo**, improving segmentation, lead quality, and pipeline visibility.
- **Increased email open rates by 20%** through cadence optimization and personalization aligned with target ICPs.
- **Collaborated closely with Marketing on sales enablement, messaging, and campaign feedback**, improving lead quality and conversion.

- **Developed and executed a cross-platform B2B social media strategy** across LinkedIn, Facebook, and Twitter, increasing engagement by 30% and growing LinkedIn followers by 20K.
- **Created and managed a structured content calendar** including articles, videos, and infographics to drive brand awareness and lead generation.
- **Applied SEO best practices using Google Keyword Planner, vidIQ, and Google Search Console**, improving organic visibility and content performance.
- **Utilized HubSpot CRM, ActiveCampaign, Zapier, GMass, Hootsuite, Canva, and Miro** to automate workflows, streamline collaboration, and maintain brand consistency across campaigns.

## Education

---

B.Sc. Computer Science, University Carlos III of Madrid, Spain

## Projects & Extras

---

Marketing Geeks in AI Community, Berlin2024

Launched and managed monthly in-person marketing events, driving growth from 0 to 300+ attendees through community building on Meetup and LinkedIn. Handled end-to-end event execution including venue coordination, speaker management, and promotion.

## Skills

---

Demand Generation, Growth Marketing, Lifecycle & Email Marketing, Content Strategy, Organic Social Growth (LinkedIn), Go-to-Market Execution, Product Marketing & Messaging, Funnel Optimization (MQL–SQL), Conversion Rate Optimization (CRO), Marketing Analytics & KPI Tracking, A/B Testing & Experimentation, Stakeholder Management, Cross-functional Collaboration, Campaign Planning & Execution, Process Improvement, Team Enablement, Effective Communication

**Tools** - Confluence, Jira, HubSpot (CRM, Email, Workflows), Miro, AMPscript, Google Cloud Platform (API Integrations), Craft CMS, Stripe, Google Analytics, Clay, Meta Ads, SEMrush, Reachdesk, Clay, ZoomInfo, LinkedIn Sales Navigator, Google Ads, n8n, Zapier, SEO strategy, Facebook / Instagram Ads, basic SQL

## Languages

---

- English: Professional Proficiency
- German: Basic Proficiency
- Spanish: Native Proficiency
- Romanian: Native Proficiency