

Robert-Daniel Dumitriu

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Work History

Digital Content Strategist & Systems Designer

2021–Present

Freelance Consultant

- Created video-based LMS courses on digital organization for 2,800+ students on global online learning platforms for professional and creative skills using Webflow, Notion, CapCut, Canva and Photoshop to help people build personal knowledge systems.
- Produced and edited 500+ videos, 360+ short form videos, and 1,000+ visual assets across 12 different channels by streamlining content workflows and editing in batches using Premiere Pro, CapCut, Canva, Figma and Photoshop, helping video creators reach over 20M cumulative views across platforms.
- Led UX/SEO strategy and user flows for a tutoring marketplace, optimizing user experience and search engine visibility.
- Built client websites/knowledge bases from legacy CMSs to static site generators (Hugo, Jekyll, Astro), customizing themes and implementing Markdown/Git workflows to reduce hosting costs and improve page load speeds.
- Automated project management updates in n8n with Trello and Slack integrations, syncing task completions and sending real-time notifications to team channels, enhancing collaboration and streamlining project timelines.
- Built automation scripts using JavaScript (Node.js) and Python to manage digital assets, parse data, and interact with web services, showcasing proficiency with custom integrations and APIs.
- Built an LLM-powered app to analyze YouTube thumbnail styles and extract color palettes and patterns using the free Black Forest Labs API.
- Developed and implemented an automated YouTube video transcription solution using Python and Bash scripting (yt-dlp, Whisper ASR) to efficiently process and prepare video content.
- Built and experimented with generative AI applications using LangChain and Hugging Face Transformers (e.g., MusicGen) to create novel, AI-driven workflows for content and music generation.
- Developed a suite of Python and Bash scripts to create an automated media processing pipeline, utilizing Whisper ASR for transcription and FFmpeg for video manipulation.
- Designed and executed API tests using Postman to validate endpoints, test authentication mechanisms, and write assertions against response data.
- Wrote white papers, podcast scripts, and executive presentations on RPA, agentic AI, and enterprise automation, translating complex technical concepts into strategic narratives for business leaders.
- Co-developed and designed meditatiianunturi.ro, a platform connecting Romanian students with private tutors; led branding, UI/UX, and social media infrastructure.

- Led branding, positioning, and user onboarding for a real-time crypto data API platform; directed website content and documentation.
- Edited video content for a top tech and policy podcast featuring leading voices in AI, biotech, economics, and innovation using Premiere Pro, Descript, and Photoshop.
- Used Google Analytics to track visual content performance (e.g., YouTube thumbnails) by processing imagery and running A/B tests.
- Designed original icon packs for platforms like Noun Project and Iconfinder using vector design tools like Figma.
- Created reusable templates and educational web apps using Notion, Craft, and interactive PDFs.
- Built a Chrome browser extension in JavaScript using the Chrome Storage API and popup UI.
- Designed two web apps delivering serialized classical and Romanian literature via daily email digests using Figma, Canva, and Photoshop.
- Worked in a small agile team, using Github for version control and JIRA to plan biweekly sprints.
- Designed a creative platform producing shareable graphics that simplify and clarify ideas on social media.
- Produced custom stock video and visual assets for clients using generative AI tools like Midjourney, Hailuo AI, and Sora.

Global Marketing Specialist

2016–2021

PTC Eastern Europe, Romania

- Built and optimized an automated lead-passing pipeline using Salesforce, streamlining lead flow between marketing and sales to increase conversion speed and data accuracy.
- Revamped the Partner Program Newsletter and redesigned the UX for the Course Finder tool and email flows, resulting in significant increases in subscribers and lead generation.
- Managed LMS platforms and delivered technical training, supporting product adoption and user self-sufficiency.
- Redesigned and streamlined the internal SharePoint site's information architecture, improving usability and reducing the time to find critical documents.
- Collaborated with Sales Reps, Sales Ops and QA testers in an Agile framework, achieving buy-in for course documentation.
- Led the transition to paperless digital guides by implementing an electronic booking system, reducing cost of labor by 30%.
- Wrote a technical education newsletter with 200,000+ subscribers using Mailchimp to curate product design updates and technical tips.
- Developed interactive Salesforce dashboards by visualizing engagement metrics and pipeline health to support data-driven decisions.
- Hosted and presented 50+ global and regional webinars with experts by leading scripting, moderating discussions, and tailoring delivery.

- Supported the Global Partner Network by coordinating contracts, digital materials, and training courses.
- Created detailed technical training guides and product catalogs using Adobe InDesign, Illustrator, and Articulate.
- Onboarded 20+ technical partners for CAD, VR, IoT, and PLM software by creating targeted training guides and video demos.
- Planned and executed a full spectrum of email marketing campaigns using Mailchimp and Salesforce.
- Created a centralized video resource hub and documented internal processes to improve team continuity and knowledge retention.
- Localized training materials for partners in DE, FR, IN, CN, and JP by adapting content within the LMS.

Partner Marketing and Sales Intern

2015–2016

PTC Eastern Europe, Romania

- Generated sales quotes and supported campaign analytics using Salesforce and Excel to track performance data.
- Maintained CRM records in Salesforce and Siebel; redesigned internal SharePoint portal and taxonomy to improve usability.
- Managed partner portal content and promoted self-service training tools by curating resources in SharePoint.

EDUCATION

B.A. in Economics & Foreign Languages

2016–2019

University of Bucharest

Bachelor's in Applied Modern Languages

2013–2016

University of Bucharest