



ANDA MIHAIL

GROWTH MARKETING MANAGER

 <https://www.andamihail.co.uk>

ABOUT ME

I'm a growth marketer with **8+ years experience** across SEO, content, social, GTM and multi-channel growth. I specialise in building full-funnel strategies, improving acquisition efficiency and leading cross-functional projects that drive revenue.

EDUCATION

The University of Manchester

MSc Marketing (Consumer Behaviour)

Graduated with **Distinction** in 2019

BA Management, Leadership and Leisure

Graduated with **1st Class Honours** in 2018

TRAINING & CERTIFICATIONS

SEO Manager • *Blue Array* • August 2024

Google Analytics 4 Training • *Daniel Perry-Reed* •

April 2024

Product Marketing Foundations • *Product Marketing Alliance* • January 2024

Create a Go-to-market Plan • *Deirdre Breakenridge* • March 2024

WORK EXPERIENCE

PARCELHERO.COM

Content Manager

2025 - Present

- **Leading CRO initiatives** driving conversion improvements through user journey optimisation, testing and data-driven insights
- **Managing the migration of 4 websites** to a CMS (Storybloks); coordinating Dev and Marketing teams, working on redirect management and internal linking, content optimisation, adding relevant tags (canonical, hreflang), developing robots.txt, llms.txt and XML sitemaps, building and managing QC processes

Social Media Manager

2025

- **Launching** and managing **SEO** and **GEO strategies** for the company's websites (including localisation)
- **Relaunching** and leading the **social media marketing** for two of Parcelhero's brands
- Developing and implementing digital marketing strategies for **B2B and B2C audiences (demand generation, lead magnet and brand awareness campaigns)**
- Developing a GTM digital strategy for the company's new B2B product
- Overseeing social proof initiatives and fostering brand advocacy

WORDBANK LONDON (Marketing Agency)

Digital Marketing Strategist

2024 - 2025

- **Led digital marketing strategies** across multiple channels (e.g. SEO, social media, paid search) while managing client budgets
- Quarterly and annual strategic planning for major accounts, developed data-driven growth strategies and delivered actionable insights through customised reporting and analytics
- **Led SEO strategies** for B2C and B2B (including SaaS) brands (e.g. **improved traffic** to clients' product pages by **+54% YoY**, increased **key events by +44% YoY**);
- Delivered **SEO workshops and training** for clients and colleagues
- Project and account management for clients such as: Greystar, adidas, UKG, Scandit, Ramsbury, Marqeta, Ferrari, British Council, CD Baby, Tosca Ltd, VIOOH, Bupa

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WORDBANK LONDON (Marketing Agency)

International Digital Marketer

2022 - 2024

- Managing the organic **social media marketing** for our clients (e.g. **increased social followers by over +100% YoY**); developing content calendars and briefing the creative team on concepts
- Developing monthly, quarterly and yearly reports and competitor analysis (e.g. **built over 12 reporting dashboards**) for both social media and SEO
- **Managed** worldwide **freelancers** to deliver localised marketing campaigns

THE HUT GROUP

Marketing Executive for MyProtein

2021 - 2022

- E-commerce marketing management for MyProtein Romania through online and offline campaigns
- Delivered a **record-breaking (record hour, day and month in sales worth millions of pounds)** Black Friday campaign
- Updated and optimized product pages, category pages and the blog content
- Managed content across social media and blog (e.g. **increased followers by +40% on Instagram in 5 months**)
- Influencer marketing with some of the top Romanian celebrities and content creators

THE UNIVERSITY OF MANCHESTER

Digital Marketing Coordinator

2020 - 2021

- Managed **organic** and **paid social** media campaigns with **budgets of over £10,000** (per month)
- **Launched a podcast** featuring university researchers and professors
- **Delivered** monthly **social and web analytics reports** to the leadership team

Digital and Social Media Intern

2019 - 2020

- Supported organic and paid social media efforts
- **Created content** (photography, video) for social media and marketing collateral
- **Organised** recruitment and social responsibility **events**
- Supported the central marketing team with content creation and community management

Web Marketing Intern

2018

- **Improved user experience** (UX) on The University of Manchester webpages through optimising content (using SiteImprove and T4)
- **Audited over 1000** university-affiliated **websites**
- **Created** regular **Google Analytics reports**, website audit **and** a social media **competitor analysis**
- Helped the social media team with content and community management on the main university channels
- Assisted the photographer during editorial photoshoots

SKILLS & TECH STACK

SEO | Data Analysis | Keyword Research | Content Optimisation | Technical SEO | Domain Authority | SEMRush Ahrefs | Screaming Frog | Moz AppTweak | HTML | Looker Studio | WordPress | Google Search Console | Google Ads | Meta Ads | Miro | Slack | Storyblocks | Hubspot | Paid Social | Sendible | Hootsuite | Google Analytics 4 | Siteimprove | SPSS Statistics | Adobe Creative Suite (Photoshop, Illustrator, Lightroom, Premier Pro, After Effects) |

LANGUAGES

English - Native | Romanian - Native | Spanish - Intermediate

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