



ANDA MIHAIL

DIGITAL MARKETING EXPERT

ABOUT ME

I'm a digital marketing professional with over 7+ years experience in SEO, social media, data analysis, paid advertising and content creation.

I develop marketing strategies for brands in international markets.

CONTACT

📞 07481 288 730

✉ andreea.mihail100@gmail.com

💬 linkedin.com/in/anda-mihail/

🌐 <https://www.andamihail.co.uk/>

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

Product Marketing Foundations • Product Marketing Alliance • January 2024

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

Google Analytics 4 Training • Daniel Perry-Reed • April 2024

WORK EXPERIENCE

PARCELHERO.COM

Content Manager

2025 - Present

- Adding content management (blog, collateral, ebooks, etc), brand voice development and content editing to the responsibilities associated with my previous role

Social Media Manager

2025

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

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, developing data-driven growth strategies and delivering actionable insights through customised reporting and analytics

International Digital Marketer

2022 - 2024

- **Leading 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**); directly working on technical SEO, content optimization, analytics and reporting, domain authority, content gap analysis and auditing
- Delivering SEO workshops and training for clients and colleagues
- 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
- **Managing** worldwide **freelancers** to deliver localised marketing campaigns
- **Project and account management** for clients such as: Greystar, adidas, UKG, Scandit, Ramsbury, Marqeta, Ferrari, British Council, CD Baby, Tosca Ltd, VIOOH



ANDA MIHAIL

DIGITAL MARKETING EXPERT

SKILLS & TECH STACK

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

LANGUAGES

English - Native | Romanian - Native | Spanish - Beginner

HOBBIES

Reading | Swimming | Street Dancing | Cooking | Traveling | Skiing | Event Planning | Photography | Painting | F1 |

WORK EXPERIENCE

THE HUT GROUP

Marketing Executive for MyProtein

2021 - 2022

- E-commerce marketing management for MyProtein Romania through online and offline campaigns
- Delivered the most successful Black Friday campaign, **breaking record hour, day and month** in sales
- 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