

MINA IONITA

Account Strategist | Performance Marketing & Consultative Sales | Bilingual RO / EN

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PROFILE

Account Strategist and consultative seller with 6+ years across digital advertising, performance marketing, and online media - with hands-on experience owning client portfolios and consistently overachieving quarterly revenue and product growth targets. Native of Romania, based in the Emerging Europe region, with direct experience advising medium-sized business owners on multi-quarter digital marketing strategy, campaign optimization, and annual budget planning. Meta Certified Digital Marketing Associate with proven ability to act with ownership, build trusted advisor relationships, handle objections, and translate complex campaign data into compelling, story-driven narratives that unlock incremental growth.

SELECTED HIGHLIGHTS

- **Portfolio ownership:** Owned a portfolio of advertisers on the Telus Digital Meta project, delivering quarterly revenue and product growth targets through multi-quarter account plans and proactive consultation.
- **Track record of overachievement:** Led a team of 6 at Sinergo Data to deliver 80+ B2B and B2C digital and e-commerce projects on time and on budget, consistently exceeding quarterly revenue targets.
- **Emerging Europe market knowledge:** Native Romanian; 4+ years selling and delivering to Romanian SMB and mid-market customers, plus nearly 2 years based in Poland (Gdańsk) working with advertisers across CEE.
- **Full-funnel performance marketing:** Meta Certified Digital Marketing Associate; hands-on with campaign setup, audience segmentation, A/B testing, and ROAS / CPA / CTR / conversion-rate optimization on Meta; expanding into Google Ads Search and Performance Max.

HARD SKILLS

- Portfolio & Account Ownership
- Multi-Quarter Account Planning
- Consultative Sales & Objection Handling
- Engaged Selling & Storytelling
- Performance Marketing
- Digital Advertising (Meta, Google Ads fundamentals)
- Quota Overachievement
- Campaign Analytics & ROI / ROAS Optimization
- Cross-functional Collaboration
- Bilingual Communication (Romanian / English)

PROFESSIONAL EXPERIENCE

Meta Marketing Pro

Telus Digital - Gdańsk, Poland (Meta project)

August 2023 - May 2025

- Owned and grew a portfolio of advertisers, building multi-quarter account plans grounded in growth drivers, business priorities, and risk management.
- Consistently overachieved quarterly revenue and product growth targets through proactive pitches, structured consultation, and annual digital marketing budget discussions with business owners.

- Designed and optimized performance marketing campaigns on Meta platforms - applying continuous A/B testing, audience segmentation, and creative iteration to lift engagement, conversions, and ROAS.
- Applied structured sales techniques - effective questioning, objection handling, and engaged selling - to align client business outcomes with advertising investment.
- Built compelling narratives that translated campaign data and AI-era ad capabilities into clear, story-driven recommendations clients could confidently invest behind.
- Partnered with sales, creative, and analytics specialists to deliver integrated, AI-supported solutions for mid-market advertisers, increasing qualified pipeline and shortening sales cycles.
- Tracked ROAS, CPA, CTR, and conversion rate to inform strategic adjustments and demonstrate measurable customer impact.

Sales Manager

Sinergo Data - Iași, Romania

September 2020 - July 2022

- Owned a portfolio of medium-sized Romanian business clients, leading a team of 6 to deliver 80+ digital and e-commerce projects on time and on budget while consistently overachieving quarterly revenue targets.
- Built trusted advisor relationships with company owners through proactive consultation and annual planning, increasing client retention and recurring revenue from existing accounts.
- Developed and executed multi-quarter sales strategies - pipeline planning, forecasting, objection-handling playbooks, and engaged-selling techniques - that drove significant revenue growth.
- Built compelling narratives and used storytelling to translate technical capabilities into clear business outcomes for owners and decision-makers.
- Coached the sales team on consultative selling, negotiation, and storytelling, raising win-rates on high-value deals.
- Analyzed sales performance data and Romanian SMB / mid-market trends to identify new opportunities and refine go-to-market tactics.

Front End Developer

Sinergo Data - Iași, Romania

January 2018 - August 2020

- Built and optimized 30+ WordPress, WooCommerce, and Shopify storefronts for Romanian SMB and mid-market clients, improving conversion rates and online sales performance.
- Worked directly with business owners on scope, requirements, and budget - early experience in client-facing account management and consultative business conversations.
- Implemented responsive interfaces in HTML, CSS, and JavaScript; integrated analytics, tracking, and third-party plugins to enable data-driven decision-making.
- Advised clients on user experience, site performance, and e-commerce best practices - turning websites into measurable growth channels.

CERTIFICATIONS & COURSES

- Meta Certified Digital Marketing Associate - Meta (Nov 2024 - Nov 2026)
- How to Set Up a Facebook Ads Campaign - Coursera (2024)
- Design and Develop a Website Using Figma and CSS - Coursera (2024)
- Web Design Course - Swiss WebSchool (2021)
- PHP Development Course - Wantsome (2019)
- DPO (Data Protection Officer) Certification - Euro Market Solution (2018)
- ECDL Certification - ECDL (2014)

EDUCATION

Bachelor's Degree in Theology

Alexandru Ioan Cuza University, Iași

In progress

LANGUAGES

- Romanian - Native
- English - Fluent (Professional Working Proficiency)