



Ciprian Mihai Adam

Nationality: Romanian | **Email address:** ciprian.adam@e-uvt.ro | **Website:** www.ebig.biz | **LinkedIn:** <https://www.linkedin.com/in/ciprianadam> | **Instagram:** <https://www.instagram.com/ciprianmihaiadam/> |

Address: 16 Pestalozzi, 300115, Timisoara, Romania (Work)

● ABOUT ME

Digital & tech enthusiast, father of two, happily happy.

● WORK EXPERIENCE

04/2016 – 04/2020 Timisoara, Romania

HUBSPOT INBOUND MARKETING CERTIFIED EBIG

Always created inbound marketing strategies (as opposed to outbound--interruption marketing) for my clients, but now also certified by HubSpot, the world leading inbound marketing platform.

09/2016 – 10/2019 Timisoara, Romania

CO-FOUNDER INBOUNDALYTICS

Business development, partnerships & integrations, online marketing

05/2014 – 11/2016

CO-FOUNDER MO'REAL UNIVERSE

Augmented Reality platform for businesses and individuals
Marketing strategy and nurturing ideas

11/2013 – 07/2018 Timisoara, Romania

CEO, BUSINESS DEVELOPMENT, SENIOR TRAINER EXPRESS60

Express and intensive online marketing training for various topics covering Google Analytics, Pay-Per-Click, Search Engine Optimization, Social Media Marketing, online Public Relations, web design, account management. www.express60.ro

10/2011 – CURRENT

CEO, SENIOR MARKETING CONSULTANT EBIG

Business development opportunities and client relationship marketing
Marketing consulting services for international and national clients
Online marketing consulting, PPC advertising
Creative strategy and copywriting

03/2011 – 03/2021 Timisoara, Romania

GOOGLE ANALYTICS QUALIFIED INDIVIDUAL EBIG

Created and managed multiple Google Analytics accounts for better understanding customer behavior (journey included) to take reasoned marketing decisions.

02/2007 – CURRENT

MARKETING LECTURER, PH.D. WEST UNIVERSITY OF TIMISOARA

Online Advertising and PR, Electronic Marketing, Services and Bank Marketing, Advertising and Sales Promotions classes for University students and/or master candidates

09/2005 – 10/2011
MANAGING PARTNER, MARKETING CONSULTANT EBIG

Business development opportunities and client relationship marketing
Marketing consulting services for international and national clients
EBIG Integrated Marketing Communications (IMC)

03/2003 – 09/2005
MARKETING CONSULTANT H REMARQ

Responsible with carrying out market research surveys, developing marketing strategies, especially focusing on advertising & promotional issues of the marketing mix

02/2002 – 02/2007
MARKETING ASSISTANT WEST UNIVERSITY OF TIMISOARA

Services and Bank Marketing, Advertising and Sales Promotions classes for University students and/or master candidates

● **EDUCATION AND TRAINING**

2012
DOCTOR OF PHILOSOPHY (PHD), ONLINE MARKETING AND ECOMMERCE MANAGEMENT West University of Timisoara

2001 – 2003
MASTER OF SCIENCE (MS), FINANCIAL MARKETS West University of Timisoara

1999 – 2001
MASTER OF SCIENCE (MS), MARKETING RESEARCH West University of Timisoara

1995 – 1999
BACHELOR OF SCIENCE (BS), TRADE & MARKETING West University of Timisoara

1990 – 1995 Ineu, Arad, Romania
BACHELOR OF SCIENCE (BS), MATHEMATICS AND PHYSICS "Mihai Viteazul" Highschool

● **LANGUAGE SKILLS**

Mother tongue(s): **ROMANIAN**
Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	C1	B2	C1
FRENCH	A2	B1	A2	A1	A2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **DIGITAL SKILLS**

DIGITAL STRATEGY | Digital Skills: Digital Marketing | Search Engine Marketing | Search Engine Optimization | Copywriting | Public Relations | Content Writing | Inbound Marketing | Google Analytics | Business Analysis | Affiliate Marketing | Email Marketing | Social Media Marketing | Pay-per-click campaigns

● **ADDITIONAL INFORMATION**

ORGANISATIONAL SKILLS

Organisational skills

- leadership (currently responsible for a team of 15 people)
- excellent organisational skills and result-oriented focus gained as main lead, project/account manager or team member in working with over 100 hundred international and Romanian clients [<http://ebig.biz/clienti-ebig/>]

COMMUNICATION AND INTERPERSONAL SKILLS

Communication and interpersonal skills

- good communication skills gained through my experience as CEO, business development manager, trainer, consultant, university lecturer

JOB-RELATED SKILLS

Job-related skills

- advanced in-depth research and marketing planning, having managed or being directly involved in over 2 million EUR marketing budgets for my clients
- creative thinking and innovative problem solver (hundreds of integrated marketing strategies, commercial taglines, copywriting, transcreation)
- extensive analytical skills fine-tuned from various international certificates and working with over 100 hundred international and Romanian clients [<http://ebig.biz/clienti-ebig/>]

2014 BOLOGNA PROFESSOR

2014 Bologna Professor

<https://www.anosr.ro/wp-content/uploads/2014/05/Lista-profesorilor-premiati.pdf>
