



# DANIEL GHIROLTEAN

CONVERSION OPTIMIZATION SPECIALIST

## EXPERIENCE

### Freelance Client Generation Specialist

uraniacremene.ro | 2018-2019

- Designed and managed over 100 PPC, email and organic marketing campaigns that generated \$1.2 million in sales
- Helped launch 20 new B2B and B2C online subscription programs on the market
- Managed a conversion optimization and client retention campaign for a B2C learning platform with 10,000 active members
- As a team leader, I managed 7 marketing specialists

### Freelance Sales Funnel Strategist & Builder

Leagen Agency | 2016-

- Designed and built high converting sales funnels for clients in various niches such as Fitness, Business Coaching, Parenting, Real Estate, Apps.
- Consulted clients to create high converting offers, lead magnets and other tools to generate revenue
- Monitored KPIs and data from Analytics to create conversion optimization strategies
- Created monthly marketing reports for clients

## QUICK BIO

I am a certified conversion optimization specialist with 7 years experience in sales funnel building and strategy.

As a freelancer, I built over 200 high-converting funnels for my B2B and B2C clients in the UK, US and EU markets

## CAREER HIGHLIGHTS

- Over \$1,2 million generated in campaigns sales revenue
- Certified Google Ads (2013), Facebook Ads (2017) and ICDE Copywriter (2019)
- Increased retention by 19% on a B2C online platform of 10,000 active monthly users

## REACH ME AT:

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- leagen.co.uk

## ACADEMIC BACKGROUND

### Transylvania Business School

Bachelor's Degree in Business Administration | 2014

- Graduated with a 9.87/10
- 1st place with a perfect score in Google Online Marketing Academy (2013)
- Cambridge Advanced English Level C1