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www.linkedin.com/in/imunteanu
(LinkedIn)

www.imunteanu.com (Portfolio)

www.webdigital.ro (Company)

imunteanu.substack.com (Other)

Top Skills

Executive Services

Digital Strategy

Team Management

Languages

Italian (Professional Working)

Romanian (Native or Bilingual)

English (Native or Bilingual)

French (Full Professional)

Grec (Elementary)

Allemand (Elementary)

Portugais (Limited Working)

Certifications

Erasmus Mobility Certificate

Sales & Personal Leadership

Certificate of Accomplishment -
Liderul secolului 21

The John Maxwell Team - Certified
Member

Ionuț Radu Munteanu

Founder at Reefkig Solutions, Founder of WebDigital | Trainer, Speaker, Digital Marketing Evangelist & Entrepreneur | Teacher @ SNSPA | IAB Romania & CEE Digital Alliance Board Member | eMBA Student #learn4ever

Bucharest Metropolitan Area

Summary

A perpetual student of the human mind, passionate marketer, and full-time entrepreneur - This is me, in a nutshell.

We need people trained in Digital Marketing. Now, more than ever, people need to show up and prove their passion for measurable mechanisms in this dynamic and constantly changing transformation industry.

For more than a decade, I have actively participated in the growth and development of the "Performance Marketing" market in Romania. I chose to give back and transform the industry by nurturing its most important resource—the people.

I have mentored, coached, and helped develop over 50 young professionals, guiding them in their careers in Digital Marketing. In the last decade, I have been able to deepen my knowledge in creating digital marketing strategies, online promotion, marketing campaign monitoring, and budget optimization. Together with the agency I founded nearly a decade ago, WebDigital, we succeeded in helping over 500 companies achieve their goals, all the while employing and helping the development of young professionals in Digital Marketing since day one.

The experience gained through affiliation with CEE Digital Alliance helped me understand regional challenges, not just local ones.

With the help of IAB Romania, I wish to continue assisting young people who want to take their first steps in agencies and digital marketing specialists to clarify aspects they have not deepened in their work and certify their skills.

Experience

Facultatea de Comunicare si Relatii Publice

Visiting Professor

October 2023 - Present (1 year 2 months)

Bucharest, Bucharest, Romania

As an Visiting Professor, I teach the "Performance in Digital Media" course, designed for second-year master's students in the Communication and Public Relations / Social Media and Online Marketing program at the Faculty of Communication and Public Relations.

This advanced course delves into strategies and tactics in digital marketing, focusing on Search Engine Marketing (SEM), Pay-Per-Click (PPC), and performance measurement.

In my role I aim to equip students with the skills necessary to design and execute effective digital campaigns through a practical and results-oriented approach. Throughout the course, students will learn to:

- Develop advanced digital marketing strategies.
- Optimize campaigns to achieve specific goals.
- Measure and analyze performance using up-to-date tools and techniques.

This course is a crucial component of professional training in the fields of communication and digital marketing, preparing students to tackle the challenges of a dynamic and competitive online environment.

WebDigital - PPC Marketing Agency

Founding Partner

March 2009 - Present (15 years 9 months)

Bucuresti

First specialized PPC Marketing Agency in Romania, with high-potential professionals managing advertising portfolios for over 100 active clients across Central and Eastern Europe every month. Having helped over 500 online businesses grow by using PPC Marketing in the last decade, I gathered all the information needed to give you advice.

- Paid Search Management, PPC Marketing on Google, Facebook, LinkedIn
- Online Media Buying and Online Media Planning
- Web analytics, Reporting, and Performance Analysis
- Account Management, Ad Planning/Research

- Business Management, Creative Services, Display Management
- Marketing
- New Business Development, Sales and Training

Reefkig Solutions

Sr. Product Manager & Founder

January 2020 - Present (4 years 11 months)

Bucharest Metropolitan Area

Delivering tools to better optimize the daily activities of Small and Medium Size Businesses with a performance eco-system build with the Digital Agencies' need in mind. This is Reefkig!

Reefkig CRM

Follow what happens to your customers in all their stages, from lead to an ex-client.

Reefkig Tasks

Keep your mind focused on the most important tasks without neglecting the rest.

Reefkig Budgets

Make sure there is no overspending or underspending on your marketing budgets.

<https://reefkig.com/>

Pan Development

Teacher, Speaker, Digital Marketing Evangelist & Entrepreneur

2010 - Present (14 years)

Bucharest, Romania

Since 2019, more of my focus has been directed towards both increasing the number of young professionals in Digital Marketing through training programs, webinars, workshops, and training, but also to the owners of small and medium agencies that offer digital marketing services, who want to develop a growth mindset within their teams.

I set up these training programs based on the experience of over 15 years in Digital Marketing, of which more than 10 as a digital marketing agency owner.

Through the First Steps program, aimed at all young marketers who want to start their life in a digital agency, I will teach young professionals all the soft-skills necessary to successfully practice this colorful job. From the right way to use the email to how to secure data and information, how to organize time productively, how to plan and invest resources, how to get into a mindset of permanent development, how to quickly assimilate information and preserve its value, you too can learn how to successfully communicate within a team.

On the other hand, because I wanted to be able to support the owners of small and medium-sized agencies offering digital marketing services to be able to acquire the necessary structure to cope with growth, I have developed the Grow Your Team and Agency program (GYTA).

Here agency owners, managers, and leaders of marketing teams who want to develop a growth mindset within their teams will have access to the best principles that I have applied while running a digital agency for more than 10 years, subjects on ways to manage your team, to create automated processes, to motivate every member of your company and to reach your objectives.

IAB Romania

Board Member

June 2019 - Present (5 years 6 months)

Bucharest, Romania

IAB Romania Association was created in 2006 and gathers advertising agencies and local publishers. It is a professional association, non-governmental, autonomous which goal is to protect and to promote the professional interests and the investments made in the online advertising market, to elaborate standards for the industry and to create an environment for self-regulatory actions.

<https://www.iab-romania.ro>

CEE Digital Alliance

Board Member - People & Culture

August 2017 - Present (7 years 4 months)

Slovakia

Responsible for business relationship, alliance growth and strategy development, and new member acquisition.

CEEDA agreement is a business co-operation platform of 14 European agencies from Croatia, the Czech Republic, Hungary, Slovenia, Poland, Romania, Slovakia, Greece and Ukraine.

The companies wish to expand their activity outside their territory and thus offer services to the clients from other CEE markets. The main idea of the agreement is to manage partnership activity and exchange knowledge and experience, based on the awareness concerning the local markets and consumer habits.

Adobe Business Catalyst

Sr. Marketing Manager

September 2011 - October 2011 (2 months)

Bucharest, Romania

Managing worldwide marketing activities for Adobe Business Catalyst.

Republika.ro

Online Marketing Manager

May 2009 - August 2011 (2 years 4 months)

Bucharest, Romania

- Managing all marketing for the company and activities within the marketing department.
- Developing the marketing strategy for the company in line with company objectives.
- Co-ordinating marketing campaigns with sales activities.
- Overseeing the company's marketing budget.
- Creation and publication of all marketing material in line with marketing plans.
- Planning and implementing promotional campaigns.
- Manage and improve lead generation campaigns, measuring results.
- Overall responsibility for brand management and corporate identity
- Preparing online and print marketing campaigns.
- Monitor and report on the effectiveness of marketing communications.
- Creating a wide range of different marketing materials.
- Working closely with design agencies and assisting with new product launches.
- Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives.
- Analysing potential strategic partner relationships for company marketing

Carnation

Account Executive & Media Planning Executive

December 2008 - April 2009 (5 months)

- Online marketing strategy, online campaign management, media planning, media buying, research, web analysis and reporting.
- Brand reputation management for political and non-political clients.
- Coaching junior specialists and representing the company at special events.
- Conversion optimisation.
- Representing Carnation in conferences and meetings (Digital Marketing Forum)

NumaiCredite

Retail & Comercial Broker

February 2008 - February 2009 (1 year 1 month)

Bucharest, Romania

- Responsible for motivating my team and improve their performance
- Achieve objectives through effective planning, setting sales goals, analysing data on past performance, and projecting future performance.
- Ensure that the sales department works cross functionally and helps on building strong partnerships and generating leads for partner banks.

RAM Global Group

Online Marketing Consultant

May 2008 - December 2008 (8 months)

Establishing the Online Marketing Strategy. Selecting the most effective methods, tools and techniques to grow sales by generating leads.

INNOBYTE

Founder & Managing Partner

April 2006 - February 2008 (1 year 11 months)

Bucharest, Romania

Managing the design, sales and programming teams. Delivering results.

Stentor Real Estate

Marketing Consultant

September 2005 - April 2006 (8 months)

Growing sales, generating leads, media planning and buying. In charge of all the marketing communication online & offline. Content management supervision for www.casedelux.ro, www.stentor.ro and all the other Stentor websites.

Aspect Real Media (www.TreiUrsuleti.ro)
Marketing Assistant
November 2004 - September 2005 (11 months)
Bucharest, Romania

Processing orders, closing deals with suppliers. Generating leads and developing the web community for the baby products online store. Brand development, web site traffic growth & content management for www.suntgravida.ro and www.suntmamica.ro.

other

other positions prior to 2004
January 1997 - July 2004 (7 years 7 months)
Braila, Bucharest, Marseilles

- Educator of English, French and Italian, Premier Language Club, Bucharest, 2004.
- Desktop Publisher, Kepler KSI, Bucharest, 2003
- Interview Operator, ISRA Center, Bucharest, 2002
- Actor, "Chira Chiralina", "Clubul Adolescentilor", "Romeo and Juliet", Braila, Bucharest, Marseille, 1997-1999
- Translator and Guide for "Hariclea Darclèe" Canto Competition, Braila, 1999
- Radio Dolly-Do Talk Show Presenter and Producer, Braila, 1998
- Radio Talk Show Producer, Braila, 1997

Education

ROCA Executive MBA @ BBS-ASE (Romanian-Canadian)
Master of Business Administration - MBA, Business Administration and Management, General · (2023 - 2025)

Scoala Nationala de Studii Politice si Administrative (SNSPA)
Postgraduate Diploma, Public Speaking · (2018 - 2018)

The Open University Business School - Codecs România
Professional Management Certificate, Management · (2008 - 2009)

Universitatea „Spiru Haret” din București
Diploma Issued license, Sociology and Psychology · (2001 - 2004)

Gheorghe Munteanu Murgoci, Brăila
Bachelor Degree, Uman · (1997 - 2001)