

CRISTIAN FILIMON

Managing Partner

Quantify Performance Marketing

Jan 2014 – Present

Quantify is a development and consultancy boutique for performance in commercial areas. It is focused on marketing strategies and mechanics, operations, product and content management, sales or people management. Quantify delivers measurable impact in digital oriented companies and unfolds knowledge that is brought by a team of industry centered consultants.

PROJECTS:

Sport Couture / Burberry Romania / Vans Romania

Private Investment Group in Fashion Retail

- Analysis and development of workflows in the commercial and logistics departments of various retail brands (Sport Couture / Burberry Romania / Vans Romania /Tehnogym)
- Technical consultant of the online business opportunity for the Vans brand in Romania
- Project management and business analysis of migration of existing platform towards a new web development agency
- Integration of existing platform (Magento) with third party solutions (Mailchimp, Mandrill, Marketing automatization software, Phone Support helpdesk) and CRM (Microsoft Dynamics and Entersoft CRM)
- Business analysis and process set-up of existing communication flows for commercial and logistics departments
- BI Dashboards set-up and KPIs definition of online and stocks performance
- Management of people, recruiting, training and set-up workflows in the online division

4 ideas | Interactive Web Agency

- Analysis of existing portfolio of projects and optimization of their existing and future potential by changing the approach according to a new classification of clients and a dedicated evolution plan for each category
- Team development and workflow management (web development workflow, customer service workflow, graphic and web design workflow)
- Set-up and coordination of new working procedures to cover optimization of processes from sales to project development and evaluation through testing, security, invoicing and offer management
- Handling the communication of the new agency approach, directly to clients

Prahova Valley International | Private investor in ecommerce of fashion & lifestyle

Architecture, user guide and functionalities development and wireframe of a dedicated custom application for e-commerce (based on Magento Enterprise and another custom made e-commerce application). It is based on existing workflows from two different e-shops to be calibrated for any number of future ones. The application had to consider integrations with the existing ERP, stock and marketing intelligence reports.

Diversity | Jewelry and small appliances retail local business

- Processes set-up and procedures development to prepare the existing business to start an e-commerce line. We have carefully set up ground functionalities of product and content management and warehouse operations.
- Training of the existing team on the use of Magento, logistics and marketing for e-commerce.

Pleisty | Recommended Engine

Pleisty is the ultimate marketing automation tool for online retail. It enables marketers automate personalized communication of product promotions and marketing messages to their audiences via multiple channels.

Executive Director

COMODO / Clotier

Jan 2014 – Dec 2014

COMODO is the biggest casual footwear online store, placed among the first 3 footwear online stores in Romania.

- Responsible for developing and implementing a new system of work procedures and processes between all company's departments;
- Develop and monitor quality and quantity performance indicators (KPIs), and conducting employees' periodical assessments;
- Building and coordinating all company's departments: financial, marketing, buying and product management, content management, customer support, warehouse, programming (total of 30 members);
- Developing Business Intelligence System for shareholders and for each department;
- Work together with the external branding and marketing agency for the startup phase of Clotier;
- Establishing and coordinating Buying and Product Management department;
- Developing new categories: beauty, watches, accessories and clothing;
- Responsible for the buying budget, forecasts and making key decisions about stock control;
- Developing commercially and technically B2B partnerships;
- Negotiation and managing strategic relationships with suppliers;
- Developing business plans for COMODO and Clotier and maintain the relationships with shareholders; managing board meetings.

Marketing Director

COMODO

Jul 2013 – Dec 2013

- Building and coordinating marketing and developers team (total of 7 members)
- Responsible for managing marketing and communication budget;
- Developing the online communication and marketing strategies;
- Implement new design features (UX and UI) to increase user experience and sales;
- Managing developers team in order to implement new technical features;
- Working closely with the Buying and Product Management team.

Online Marketing Specialist

COMODO

Feb 2013 – Jun 2014

- Developing, optimizing and reporting PPC campaigns (Google Adwords, Facebook Ads, independent display campaigns);
- Implementing cross-selling communication strategies for onsite, offsite, social media and newsletter platforms;
- Developing clients and visitors segmentations and customer retention strategies;
- Analyze footwear and casualwear market and provide ideas for buying;
- Set up process and tools for performance measurement and reporting of KPIs.

Co-Founder and Managing Partner

Asking! Agency

Feb 2011 – Dec 2013

- Developing and implementing marketing and communication strategies for agency's clients;
- Analyzing campaigns' performance and provide recommendations for continuous improvement;
- Marketing audit and consultancy for clients;
- Managing clients' budgets for projects, channels and marketing campaigns.

Clients: Tom Tailor, Lee Cooper, Kenvelo, Timeout, Fungadgets.ro, Intel Romania, Godmother Agency, Amethyst Radiotherapy Center, Gavrilu Imobiliare, Zeppelin Schule, La femme, Marketonline.ro, MIM Paris.

Online Marketing Specialist

Avia Motors / Alto Syncro

Jun 2010 – Mar 2012

Avia Motors and Alto Syncro Group is the biggest Skoda and SEAT independent dealer in Romania.

- Develop, optimize and report PPC campaigns (Google Adwords, Facebook Ads, independent display campaigns);
- Website management and development;
- Develop the online marketing and communication strategy;
- Responsible for cross-sell communication: social media, newsletter, offline and onsite;
- Develop KPIs for marketing campaigns and channels and establish a new reporting system for managers.

Skills

- Project, Resource Management and planning
- Efficiency tools: Six Sigma, Kaizen, 5Why, Agile Management
- Impact and Risk Management
- Business, Marketing and Competitive Intelligence

Tools

Microsoft Excel
Microsoft Projects
Microsoft Visio

Google Adwords
Google Analytics
BI Tools (Tableau, Qlik)