

MARKETING

PORTFOLIO

Alex Petcu



Introduction

This portfolio summary highlights key marketing projects and strategic initiatives across two companies: Ikeuchi Europe and Konica Minolta Sensing Europe. It covers work in:

- SEO & Content Writing**
- Multilingual Website Analytics**
- Google and LinkedIn Ads**
- Lead Segmentation**
- UX Auditing**
- and Customer Segmentation for pricing strategies**

Each section includes concise explanations and visuals across various slides per topic.

The final portion includes relevant certifications and professional endorsements that reflect continued learning and credibility in digital marketing, analytics, and strategy.

Table of Contents

Ikeuchi Europe

- Content, SEO & Website Analytics
- Website management and design
- Customer Segmentation & Value Modelling for Strategic Pricing

Konica Minolta Sensing Europe

- Google Analytics Reporting: Multilingual & Regional Insights
- Google ads management and reporting
- LinkedIn Ads Campaign Management & Team Enablement
- Redevelopment Website Audit & UX Architecture Overhaul (GA4 + Microsoft Clarity).
- Content Creation and SEO
- Lead Segmentation & Outreach Workflow Design in Apollo.io

Certificates

Professional endorsements

Company: IKEUCHI EUROPE

Role: Marketing Coordinator

Key Achievements:

- **Developed and optimised more than 33 webpages leading to an increase in in organic clicks by +222% and impressions by +244% in 1 year**
- **Reduced bounce rate by 12%, while improving avg. position by 4 spots (GSC, GA) in 1 year;**
- **Led website redesign & optimisation, implemented CTAs and conversion elements;**
- **Developed pricing strategy through customer segmentation of 300+ companies.**

Content creation, SEO and Analytics

Created and executed targeted content and optimization strategy that significantly improved organic performance across both core product categories and long-tail technical topics. Over the course of one year, I:

- Increased organic clicks **by 222% (from 13.2K to 42.5K)**
- Expanded impressions **by 244% (from 1.12M to 3.86M)**
- Improved average ranking position by nearly **4 spots (from 24,6 to 20,8)**

This growth was driven through detailed keyword mapping, metadata and on-page optimization, internal linking improvements, and content creation tailored to user intent and technical relevance, as seen in Image

Project: Content creation, SEO and Analytics

Duration: February 2021 - September 2022



1. Google Search Console Year Comparison

Content creation, SEO and Analytics

To illustrate the breadth of results, I've highlighted five representative pages:

- Products – Broad category page with 984K impressions and 5.6K clicks (**Image 2**)
- Hydraulic Nozzles – High-volume subcategory with strong visibility (549K impressions) (**Image3**)
- Full Cone Spray Pattern – A focused long-tail topic with above-average CTR (1,0%) (**Image 4**)
- Akimist – High-intent page with exceptional engagement (2,9% CTR) (**Image 5**)
- Ceramic Nozzles – A fully new page I researched, wrote, and optimised from scratch, now ranking with a 1,0% CTR and strong visibility (**Image 6**)

Each of these pages contributed to a sustainable increase in organic traffic and keyword coverage across complex, industry-specific topics.

*An broader list of created and optimized pages can be encountered in **Table 1**.*

Content creation, SEO and Analytics

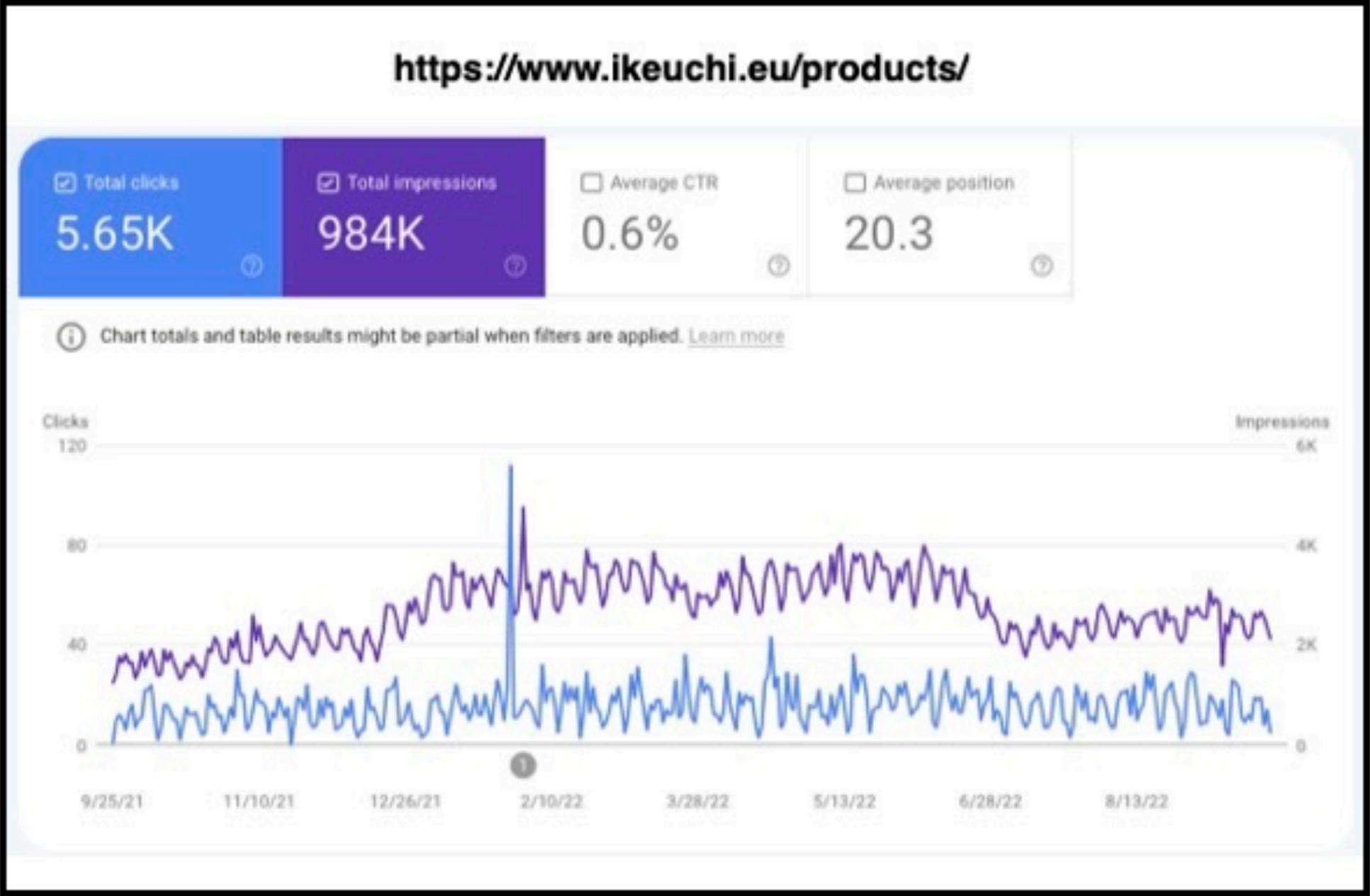


Image 2. Products page

Content creation, SEO and Analytics

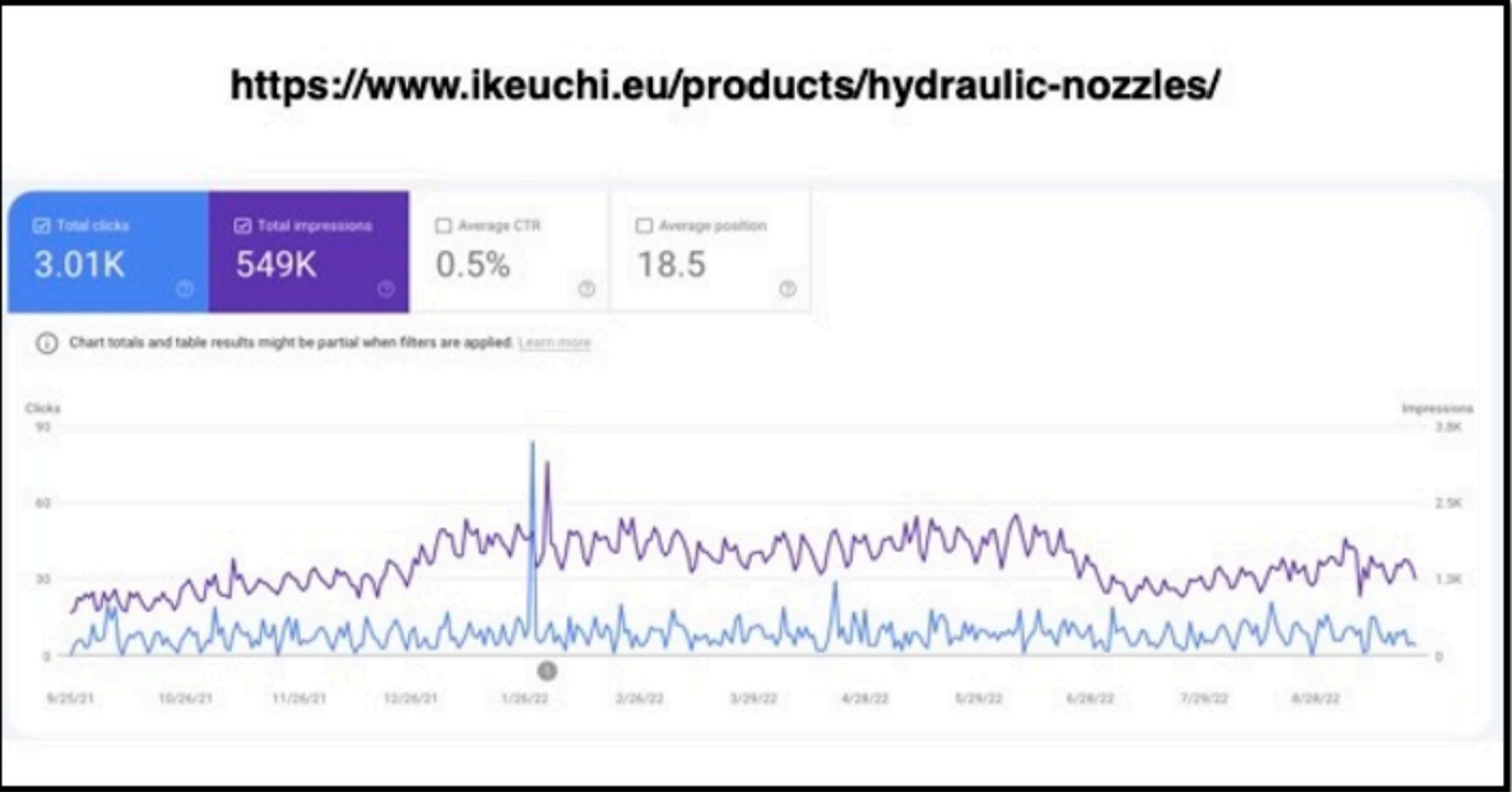


Image 3. Hydraulic Nozzles Page

Content creation, SEO and Analytics



Image 4. Full cone Spray pattern Nozzles Page

Content creation, SEO and Analytics

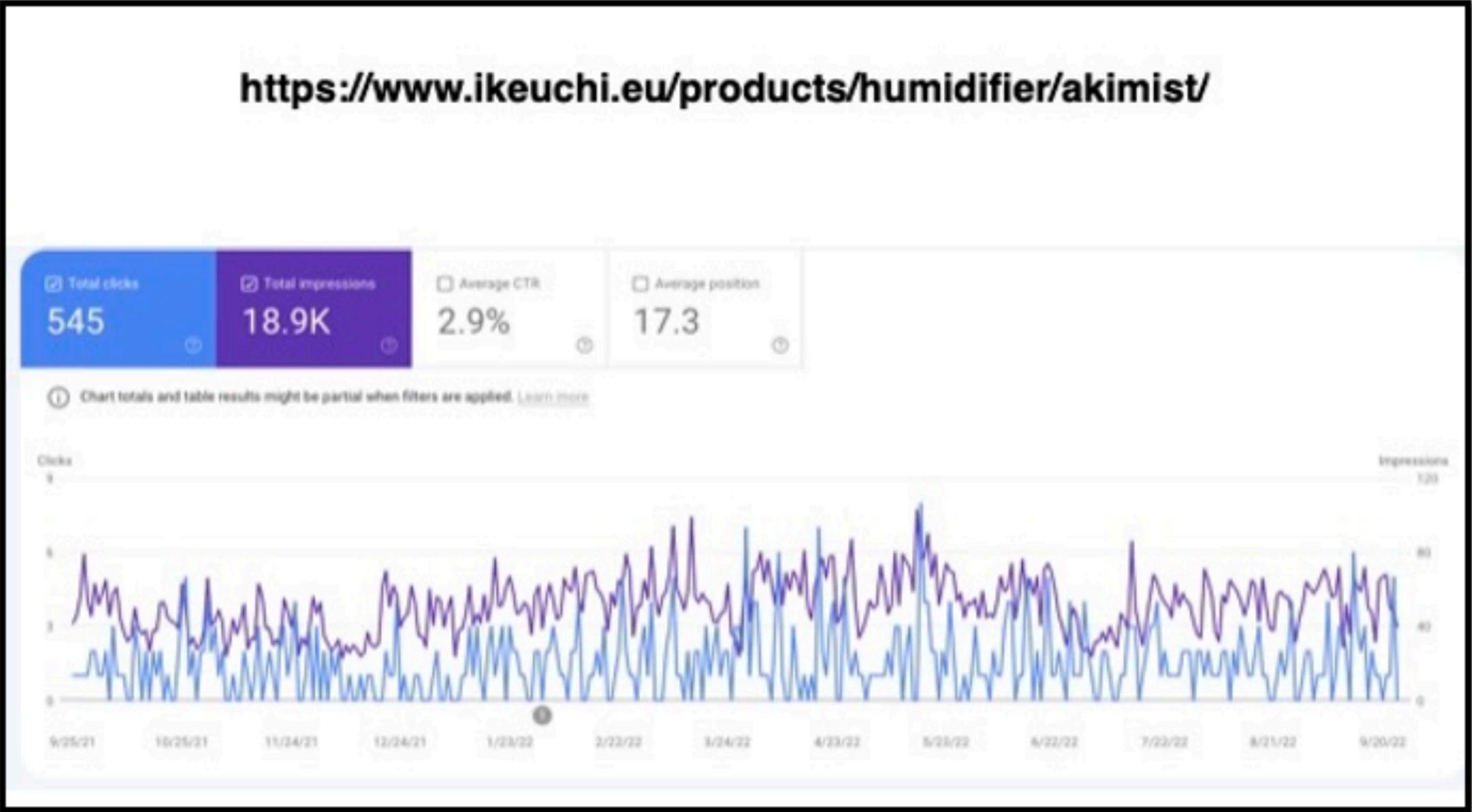


Image 5. AkiMist Page

Content creation, SEO and Analytics

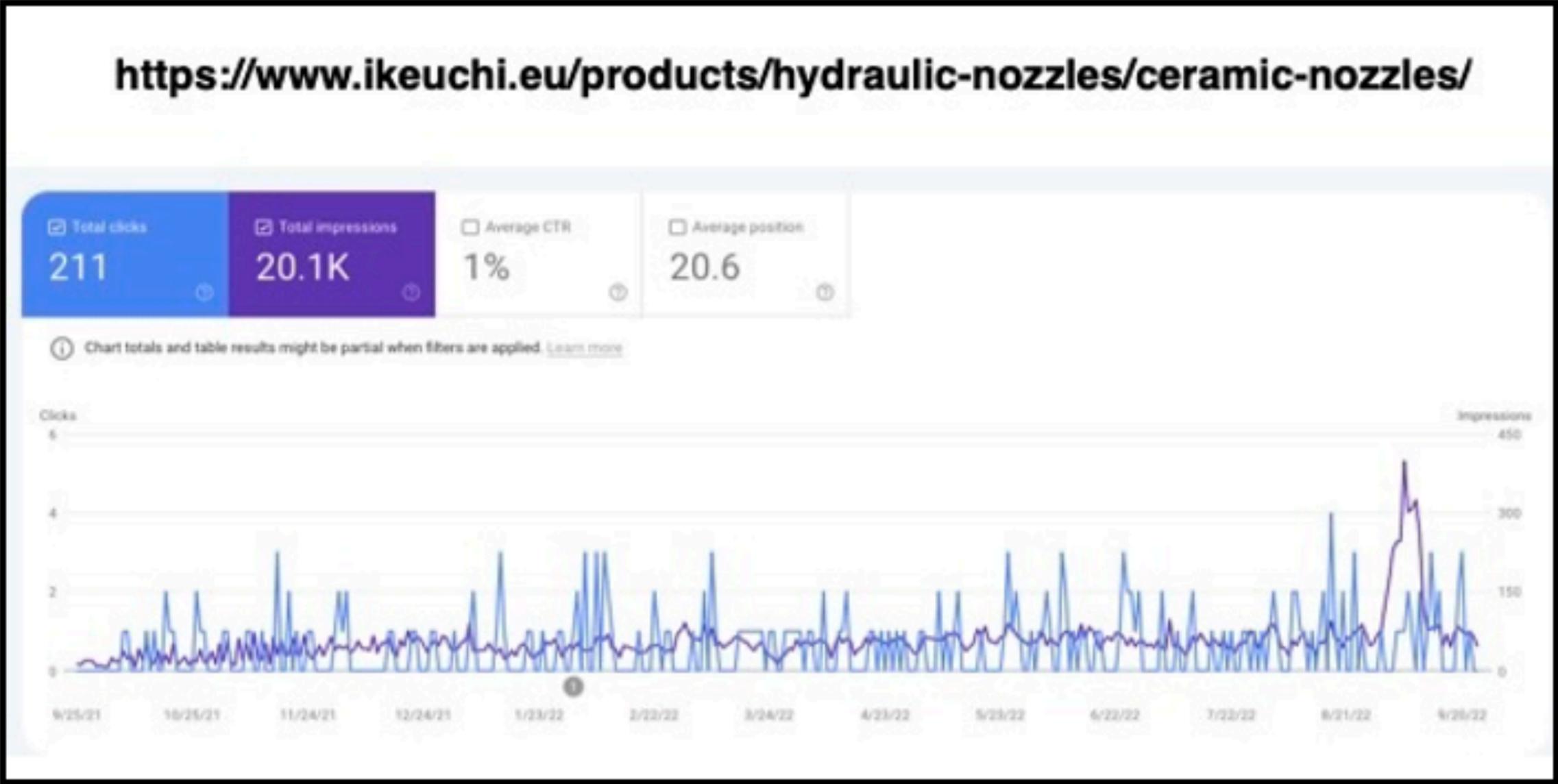


Image 6. Ceramic Nozzles Page

Content creation, SEO and Analytics

Page	Clicks	Impressions	Avg. CTR	Avg. position
Products	5650	984000	60%	203
Hydraulic nozzles	3010	549000	50%	185
Applications	2380	329000	70%	302
Tank Cleaners	277	107000	30%	29
Air nozzles	661	103000	60%	23
Hollow cone spray	368	86600	40%	189
Humidifier	939	82100	110%	234
Humidity control	1340	77700	170%	226
Special pneumatic	491	76400	60%	146
Mountain shaped	502	66700	80%	157
ESD prevention	485	63100	80%	218
Steel making indu	268	61500	40%	213
Even spray distrib	233	51500	50%	147
Fine fog nozzle	177	48300	40%	206
Small fine fog	177	38400	50%	126
Solid stream jet	302	31300	100%	147

Compressed air r	155	24500	60%	212
Special angle	257	22600	110%	129
Spray nozzle unit	108	21800	50%	204
Ceramic nozzle	211	20100	100%	206
Standard angle	313	19600	160%	147
Akimist	545	18900	290%	173
Dust control	285	15800	20%	36
Anti Clogging Noz	260	12800	200%	149
Full cone spray n	1020	10300	100%	157
Preventing dust a	156	9270	170%	232
Choice of Material	99	5920	170%	172
Clog Pneumatic r	82	4430	180%	124
Paper trimming	50	3530	140%	246
TaifuJet Air boos	325	278	120%	218
Flat spray patern	802	151	50%	164

Table 1. List of Content Pages

Content creation, SEO and Analytics

The SEO strategy didn't just improve search visibility—it directly contributed to measurable business outcomes. Google Analytics data confirms a 37% increase in users and 33% more page views, aligning with GSC gains in clicks and impressions (**Image 7**).

Additionally, the **bounce rate improved by nearly 12 percentage points**, reflecting more relevant landing content and better keyword targeting.

These results demonstrate a holistic SEO impact—not just driving traffic, but improving quality and intent-matched engagement.

Content creation, SEO and Analytics

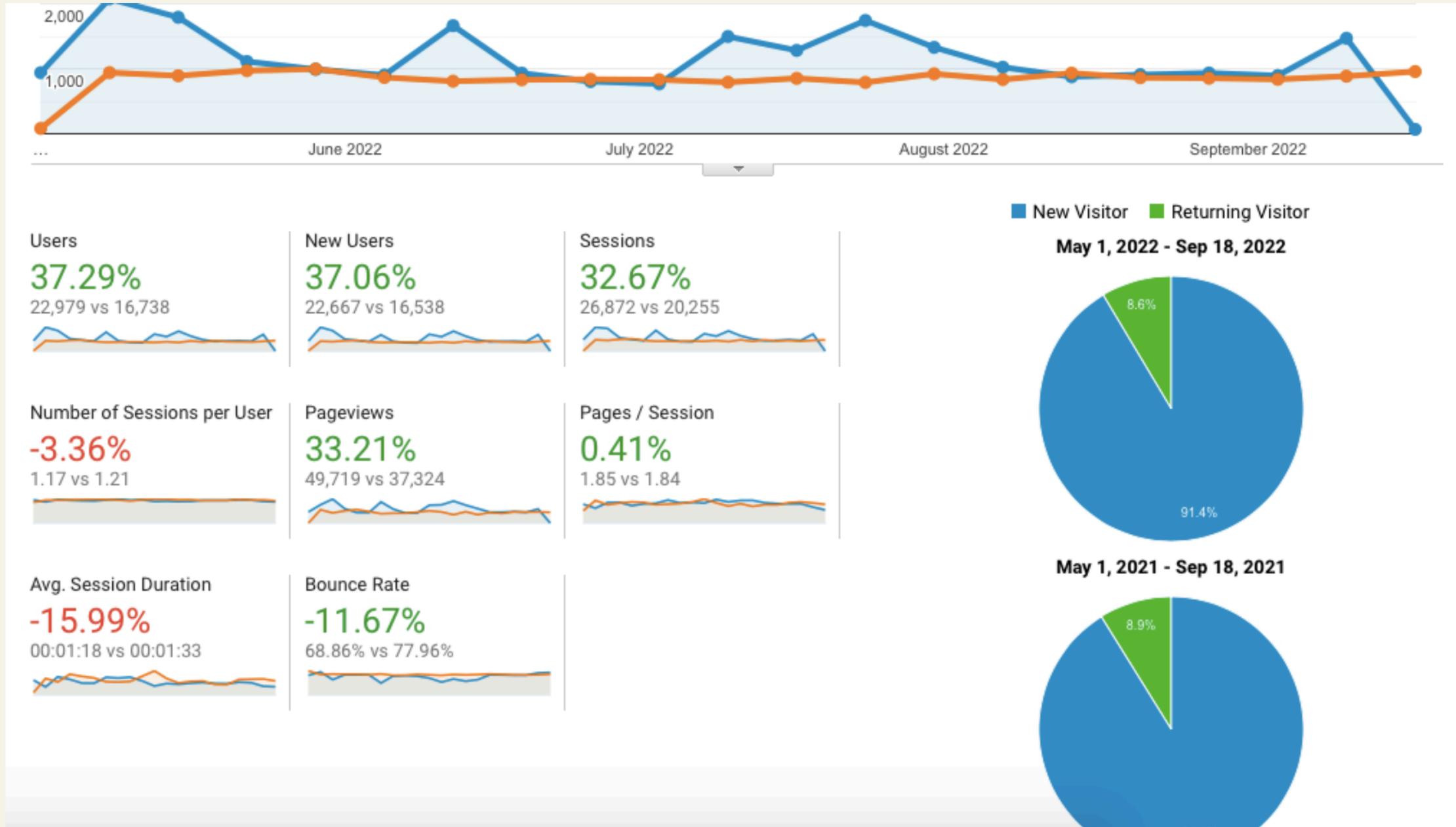
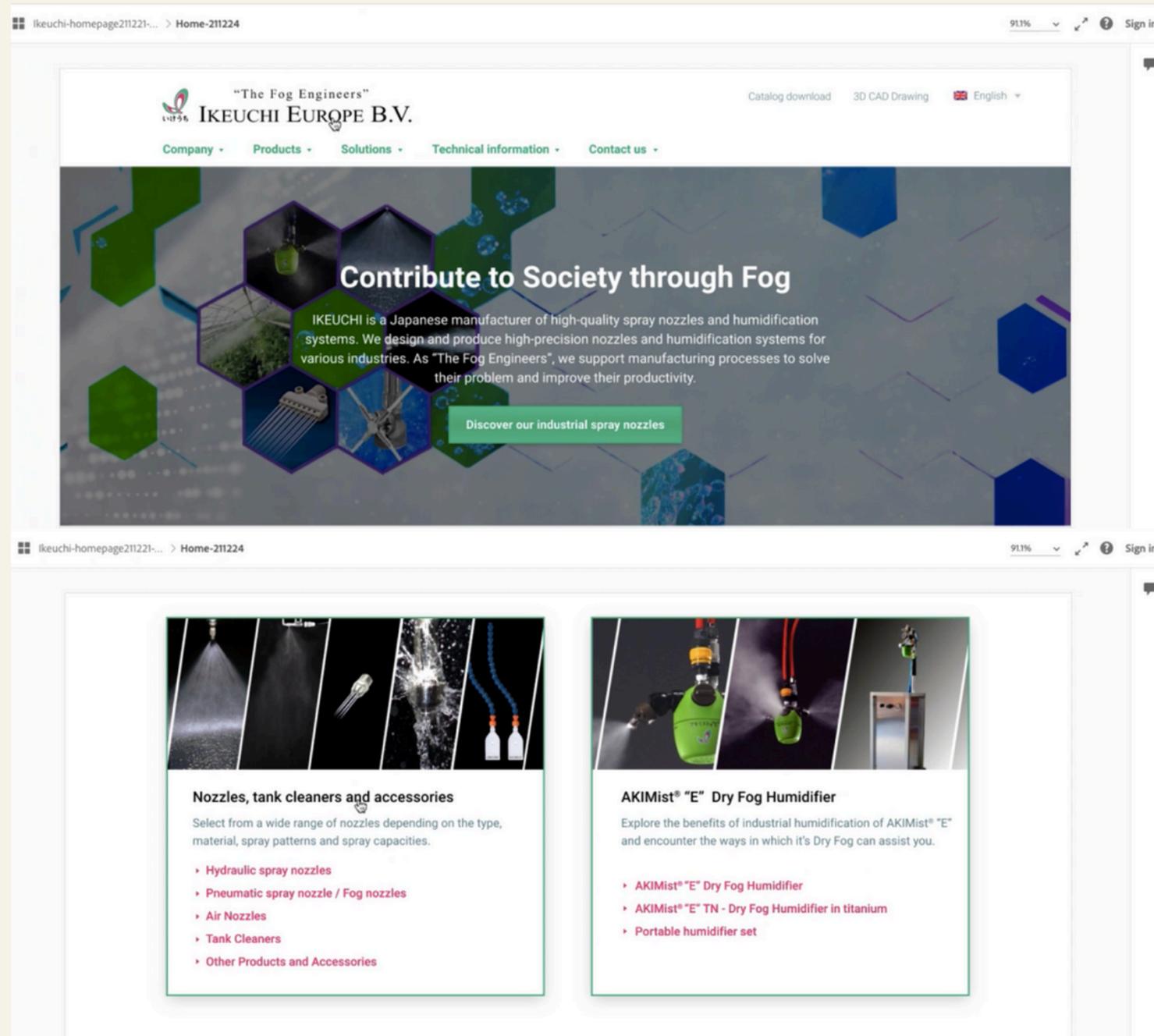


Image 7. Google Analytics Comparison

Project: Website management and redesign

Duration: January 2022 - September 2022



Collaborated with digital agency **Lemm en Ten Haaf** on the website modernisation of **ikeuchi.eu**, contributing to the implementation of key UI/UX enhancements across the site. For a full review, please visit the websites:

- ikeuchi.eu
- ikeuchi.fr
- ikeuchi.de
- ikeuchi.es
- ikeuchi.nl

Images 6 & 7. Website

Website management and redesign

Contributions:

- Led content strategy and SEO integration for full website redesign
- Structured homepage with messaging, social proof (Trustpilot, logos), and optimised CTAs
- Applied **consumer psychology** (colour theory, hemispheric lateralisation) to improve user engagement
- Redesigned navigation & footer for usability and SEO crawlability
- Introduced a high-usage search bar (~**4.5K monthly searches**) as a key conversion touchpoint
- Developed and introduced a chatbot as a key conversion touchpoint
- Developed scalable templates for product, solution, and blog pages
- Implemented conversion elements: newsletter banners, optimised contact forms, automation
- Advised on video & multimedia integration to support trust and engagement

Website management and redesign

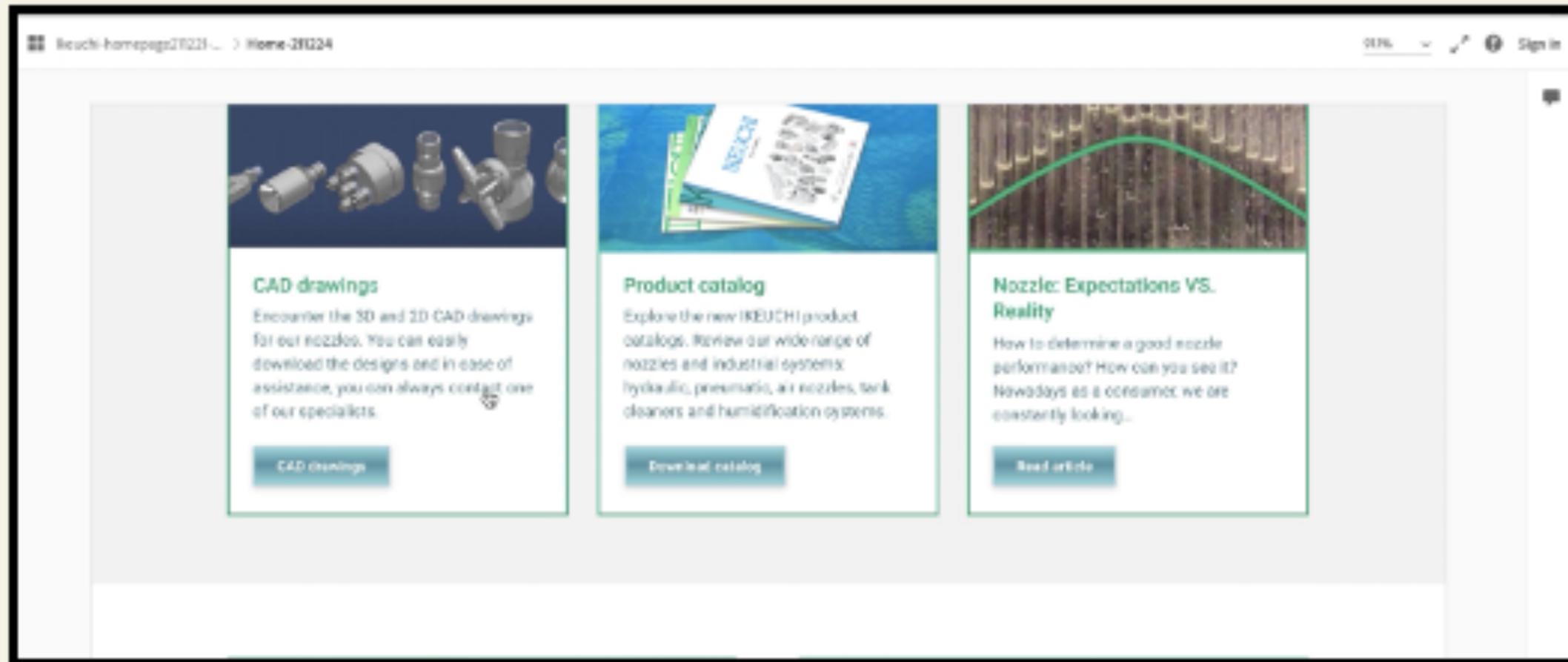


Image 10. Website homepage screenshot

Impact:

- **Bounce rate** ↓ 11.7%
- **Pageviews** ↑ 33%,
- **Sessions** ↑ 32,7%
- Improved **Core Web Vitals** and **load speed**
- Stronger alignment between SEO, UX, and user intent

Website management and redesign

Recommendations

+ 

Received Given



Melvin Felipe Pulido Galan · 1st
Designer | Developer | Product Owner | Digital Strategist & Innovator | Digital Accessibility Advisor
May 17, 2024, Alex was Melvin's client

I had the pleasure of working with Alex, where he was my contact for IKEUCHI EUROPE B.V. Throughout our collaboration, Alex consistently demonstrated creativity, dedication, and a strong drive for continuous improvement of the marketing website we had built in the past.

Alex's ability to learn new concepts quickly and his curiosity about emerging trends in digital marketing set him apart. He is always on the lookout for ways to optimize and enhance the current situation, ensuring a customer-centric and positive approach in all his strategies.

What truly stands out about Alex is his resilience and problem-solving skills. When faced with obstacles, he doesn't let them deter him. Instead, he thrives on finding innovative solutions to any challenges that come his way. It was fun working with him while optimizing the website step by step.

Alex's proactive and determined nature makes him an invaluable asset to any team. I highly recommend him for any opportunity in digital marketing and beyond.

Project: Customer Segmentation & Value Modelling for Strategic Pricing

Duration: August 2021 - October 2021

Developed a comprehensive customer segmentation model for Ikeuchi Europe by analysing five years of purchasing data across 300+ companies. The goal was to quantify **Value of the Customer (VOC)** and **Value for the Customer (VFC)** using a mix of financial, behavioral, and strategic indicators, ultimately supporting tailored pricing strategies.

Customer Segmentation & Value Modelling for Strategic Pricing

	A	B	C	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	ID	Customers	NEW name Customer	Customer Status	Customer category	Country	Industry	Company size	Relationship (years)	DATE	YEAR of Invoice	Fiscal year	Total number of orders	Amount (EUR)	VAT (NL)	Amount excl. VAT (EUR)
5	1	A.T.I. di Morganti S.r.l.														
7	2	ABB														
9	3	ABFlex														
12	4	ABNER a.s.														
19	5	ADM BV														
21	6	AFT GmbH u. Co. KG														
24	7	AGC Glass Europe														
26	8	Agfa-Gevaert N.V.														
28	9	AINSE, S.L.														
35	10	Airtec A/S														
47	11	Airtech														
63	12	Aisin Otomotiv Parcalari Sanayi Ve Ticaret A. S.														
58	13	Akebono Europe B.A.B														
59	14	Alight logistics LLC														
61	15	Allchim bvba														
63	16	Allia														
80	17	AMCON Europe s.r.o.														
84	18	ANDD Graphic														
		Anglian														

Image 11. Database management

Customer Segmentation & Value Modelling for Strategic Pricing

A	B	C	D	E	F	G	H	I	J	K
ID	Company name	Relationship (year)	Company size	Type	No. Order	Average No. Order/yr	Revenue (Eur)	Rev/yr	RL	Customer Code rating (1-comp; 2-distributor; 3-end user; 0-others)
162	F.M. S.R.L. Uelpersonale									5
490	Select Spray B.V.									7
380	Polker audio GmbH & Co. KG									9
331	Menzies S.r.l.									7
102	Compania Carnocerale Zacatecas									9
68	Carnocerale Materia Guimes, Planta Tres Arroyos									9
414	REALTIME TECHNOLOGIES INC S.R.L.									7
412	Realtime Technologies CE S.R.L.									7
14	Alight Logistics LLC									9
422	Robert Doach BIMM									9
464	SMS Group GmbH (Moenchengladbe ch)									9
904	The South African Breweries Maltings (Pty) Limited									7
300	Lachler GmbH									5
89	Bouman van Zaal									9
88	Donnaeud.system es									7
480	STTS NL B.V.									9
459	SIX EBS Slovakia s.r.o.									9
913	Toyota Motor Manufacturing									9

Image 12. Value of the customer report

Customer Segmentation & Value Modelling for Strategic Pricing

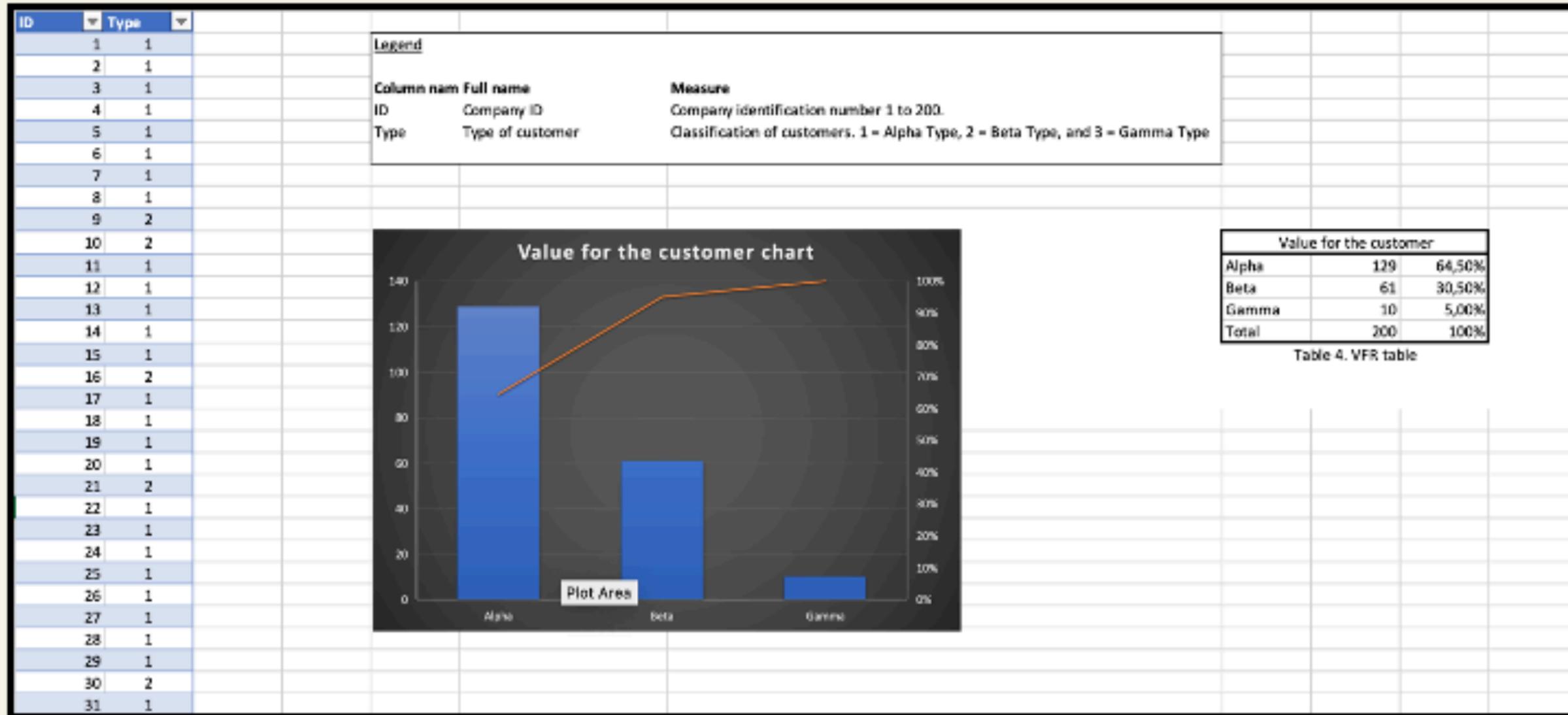


Image 13. Value for the customer Report

Customer Segmentation & Value Modelling for Strategic Pricing

VOC-VFC segmentation matrix				
VOC				
Platinum	9	6	2	1
Gold	8	6	2	0
Silver	41	28	12	1
Bronze	63	43	15	5
Lean	79	46	30	3
	200	129	21	10
		Alpha	Beta	Gamma
			VFC	

Legend:

Segment 1: Blue

Segment 2: Green

Segment 3: Brown

Segment 4: Yellow

Segment 5: Orange

Segment 6: Grey

Table 5. VOC-VFC segmentation matrix

Image 14. Segmentation Matrix

Company: KONICA MINOLTA SENSING EUROPE

Role: Digital Marketer/ Webmaster/ SEO

Specialist/ Content Writer

Key Achievements:

- **Delivered 124 MQLs via self-run Google Ads (CTR 10,8%, 4,66% CVR)**
- **Outperformed agency Google Ads campaign across all KPIs**
- **Led LinkedIn Ads in 3 regions: 145K impressions, 463 clicks, trained internal team**
- **Ran GA4 & Clarity-based UX audits to inform new IA and content strategy**
- **Wrote 37 SEO-optimised articles & 5 case studies aligned with sales funnel**
- **Built full Apollo.io outreach system (segmentation, sequences, messaging)**

Project: Google Analytics Reporting - Multilingual & Regional Insights

Duration: October 2022 - April 2024

Outcomes:

- Delivered actionable insights that influenced regional content strategy and localisation efforts.
- Provided clarity on product interest across different countries, driving decisions for regional marketing and product offerings.
- Created an easy-to-understand report with visual insights to support cross-functional decision-making.

Google Analytics Reporting - Multilingual & Regional Insights

Tools: Google Analytics | Scope: 8 Websites | 8 Languages | 9 Years of Data

1. Multilingual Website Performance Report

- Conducted a detailed Google Analytics audit for 8 websites across 8 languages.
- Analysed key KPIs to evaluate global site performance, including:
 - o Users, New Users, Paid User, Sessions, Bounce Rate, Conversion Rates
 - o Engagement, Organic/Paid Traffic, Events
- Produced 5 custom visualisations to simplify complex data and highlight key trends for stakeholders.

Google Analytics Reporting - Multilingual & Regional Insights

Year	Domain	Users	New Users	Returning users	Sessions	Avg. Session Duration (sec)	% New Sessions (UA)	Bounce Rate	Exit Rate (UA)	Engagement Rate (GA4)	Avg. Engagement Time (GA4)	Pages per Session (UA) / Views per Session (GA4)	Goal Conversion Rate (UA) / Session Key Event Rate (GA4)	Ev
17-18	fr UA	21970,00	19996,00	1974,00	25160,00	88,49	79,48%	69,34%	49,80%	-	-	2,02	5,86%	
18-19	fr UA	20518,00	18699,00	1819,00	23385,00	89,46	79,96%	65,20%	49,11%	-	-	2,05	6,12%	
19-20	fr UA	20501,00	18683,00	1818,00	23598,00	82,64	79,17%	69,42%	52,89%	-	-	1,90	5,06%	
20-21	fr UA	22087,00	20156,00	1931,00	25855,00	72,88	79,96%	62,70%	44,54%	-	-	2,11	3,57%	
21-22	fr UA	17570,00	15828,00	1742,00	21028,00	74,57	75,17%	65,04%	52,59%	-	-	1,91	4,33%	
22-23	fr UA	13754,00	13215,00	539,00	18284,00	82,79	72,18%	65,87%	50,81%	-	-	1,97	3,95%	
23-24	fr - UA 01.01 - 30.06	7.048,00	6.837,00	211,00	9.423,00	97,64	72,56%	67,78%	50,81%	-	-	1,96	4,08%	
23-24	fr - GA4 01.07 - 30.11	3.551,00	3.468,00	83,00	5.101,00	295,00	-	22,78%	-	77,32%	105,00	2,97	14,59%	
23-24	fr - GA4 01.12 - 31.12	-	-	-	-	-	-	-	-	-	-	-	-	
23-24	fr - Total estimate	10.599,00	10.305,00	294,00	14.524,00	N/A	-	N/A	-	-	-	N/A	N/A	
24-25	fr - GA4 (01.01 - 31.05)	1522,00	1054,00	468,00	2365,00	311,00	-	37,21%	-	62,79%	99,00	2,84	0,30%	
17-23	Total (6 Fiscal Years)	116.400,00	106.577,00	9.821,00	137.310,00	-	-	-	-	-	-	-	-	
	Average per Year	19.400,00	17.762,83	1.637,17	22.885,00	81,79	-	66,26%	49,32%	-	-	1,99	4,81%	
17-18	de UA	25.841,00	22.034,00	3.807,00	30.782,00	148,71	71,58%	56,43%	39,25%	-	-	2,59	9,67%	
18-19	de UA	24.998,00	21.707,00	3.232,00	29.378,00	129,00	73,89%	55,56%	39,92%	-	-	2,54	9,67%	
19-20	de UA	24.423,00	21.360,00	3.063,00	29.345,00	115,29	72,79%	59,81%	42,83%	-	-	2,34	8,04%	
20-21	de UA	27.827,00	19.498,00	3.129,00	28.986,00	107,99	67,17%	59,18%	45,17%	-	-	2,25	6,92%	
21-22	de UA	21.483,00	18.105,00	3.377,00	27.597,00	104,73	65,83%	61,03%	46,89%	-	-	2,13	6,10%	
22-23	de UA	15.838,00	14.976,00	862,00	23.116,00	105,92	64,79%	60,16%	48,10%	-	-	2,17	6,93%	
23-24	de - UA 01.01 - 30.06	8.637,00	8.265,00	371,00	12.530,00	105,26	65,97%	59,72%	45,83%	-	-	2,19	6,74%	
23-24	de - GA4 01.07 - 30.11	5.918,00	5.550,00	368,00	8.599,00	285,00	-	26,39%	-	73,61%	108,00	3,14	13,06%	
23-24	de - GA4 01.12 - 31.12	-	-	-	-	-	-	-	-	-	-	-	-	
23-24	de - Total estimate	14.555,00	13.816,00	739,00	21.129,00	N/A	-	N/A	-	-	-	N/A	N/A	
24-25	de - GA4 (01.01 - 31.05)	2692,00	2434,00	258,00	3917,00	283,00	-	19,38%	-	80,62%	104,00	2,68	30,92%	
17-23	Total (6 Fiscal Years)	135.351,00	117.681,00	17.670,00	169.204,00	-	-	-	-	-	-	-	-	
	Average per Year	22.558,50	19.613,50	2.945,00	28.200,67	118,69	-	59,32%	58,69%	41,16%	-	2,34	7,89%	

Image 14. Google analytics report part 1

Google Analytics Reporting - Multilingual & Regional Insights

Engagement Rate (GA4)	Avg. Engagement Time (GA4)	Pages per Session (UA) / Views per Session (GA4)	Goal Conversion Rate (UA) / Session Key Event Rate (GA4)	Events (GA4 only)	Key Events (GA4 Only)	Organic Users	Organic New Users	Returning organic users	Direct Users	Direct New users	Returning direct users	Paid users
-	-	2,02	5,86%	-	-	9.133,00	7.644,00	1.485,00	2.264,00	2.146,00	118,00	8.158,00
-	-	2,05	6,12%	-	-	7.602,00	6.275,00	1.327,00	3.212,00	3.112,00	100,00	6.424,00
-	-	1,90	5,06%	-	-	7.283,00	5.933,00	1.350,00	3.796,00	3.698,00	98,00	6.486,00
-	-	2,11	3,57%	-	-	7.507,00	5.964,00	1.543,00	6.830,00	6.730,00	100,00	5.186,00
-	-	1,91	4,33%	-	-	6.808,00	5.353,00	1.455,00	4.704,00	4.616,00	88,00	5.603,00
-	-	1,97	3,95%	-	-	5.757,00	4.985,00	772,00	3.218,00	3.162,00	56,00	3.998,00
-	-	1,96	4,08%	-	-	3.323,00	2.932,00	391,00	1.677,00	1.660,00	17,00	1.463,00
77,22%	105,00	2,97	14,59%	43.433,00	1.442,00	2.835,00	2.731,00	105,00	349,00	335,00	14,00	79,00
-	-	N/A	N/A	-	-	6.159,00	5.663,00	496,00	2.026,00	1.995,00	31,00	1.542,00
62,79%	99,00	2,84	0,30%	25703,00	7,00	1073,00	870,00	203,00	147,00	128,00	19,00	0,00
-	-	1,99	4,81%	-	-	44.087,00	36.114,00	7.933,00	24.024,00	23.464,00	560,00	35.855,00
-	-	-	-	-	-	7.347,83	6.025,67	1.322,17	4.004,00	3.910,67	93,33	5.975,83
Engagement Rate (GA4)	Avg. Engagement Time (GA4)	Pages per Session (UA) / Views per Session (GA4)	Goal Conversion Rate (UA) / Session Key Event Rate (GA4)	Events (GA4 only)	Key Events (GA4 Only)	Organic Users	Organic New Users	Returning organic users	Direct Users	Direct New users	Returning direct users	Paid users
-	-	2,59	9,67%	-	-	14.443,00	11.470,00	2.970,00	4.693,00	4.414,00	279,00	4.759,00
-	-	2,54	9,67%	-	-	12.065,00	9.637,00	2.408,00	6.485,00	6.195,00	290,00	4.062,00
-	-	2,34	8,04%	-	-	11.488,00	9.116,00	2.372,00	3.261,00	2.983,00	280,00	7.645,00
-	-	2,25	6,92%	-	-	10.585,00	8.080,00	2.505,00	5.541,00	5.168,00	372,00	5.587,00
-	-	2,13	6,10%	-	-	10.102,00	7.492,00	2.610,00	5.956,00	5.522,00	434,00	5.206,00
-	-	2,17	6,93%	-	-	8.465,00	7.137,00	1.328,00	2.941,00	2.842,00	99,00	4.432,00
-	-	2,19	6,74%	-	-	4.538,00	3.899,00	639,00	1.567,00	1.525,00	42,00	2.059,00
73,61%	108,00	3,14	13,06%	79.589,00	2.194,00	3.510,00	3.335,00	99,00	657,00	609,00	48,00	1.022,00
-	-	N/A	N/A	-	-	8.068,00	7.234,00	198,00	2.224,00	2.134,00	90,00	3.083,00
80,62%	104,00	2,68	30,32%	84391,00	1929,00	2176,00	1953,00	223,00	341,00	322,00	19,00	11,00
-	-	2,34	7,81%	-	-	67.145,00	52.952,00	11.061,00	28.877,00	27.123,00	1.754,00	31.691,00
-	-	-	-	-	-	11.190,83	8.826,33	1.843,50	4.812,83	4.520,50	292,33	5.281,83

Image 15. Google analytics report part 2

Google Analytics Reporting - Multilingual & Regional Insights

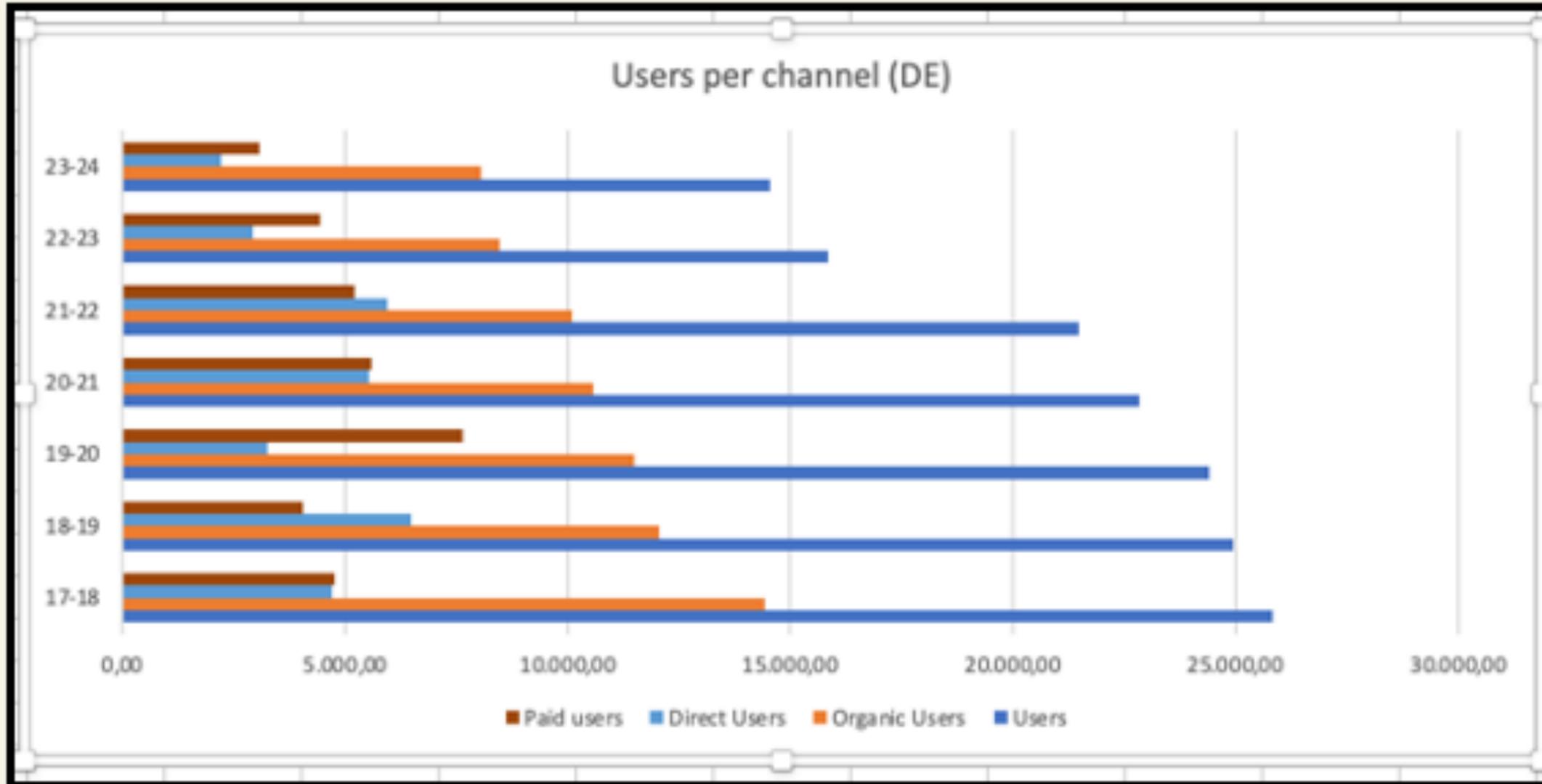


Image 16. Users per channel graph

Google Analytics Reporting - Multilingual & Regional Insights

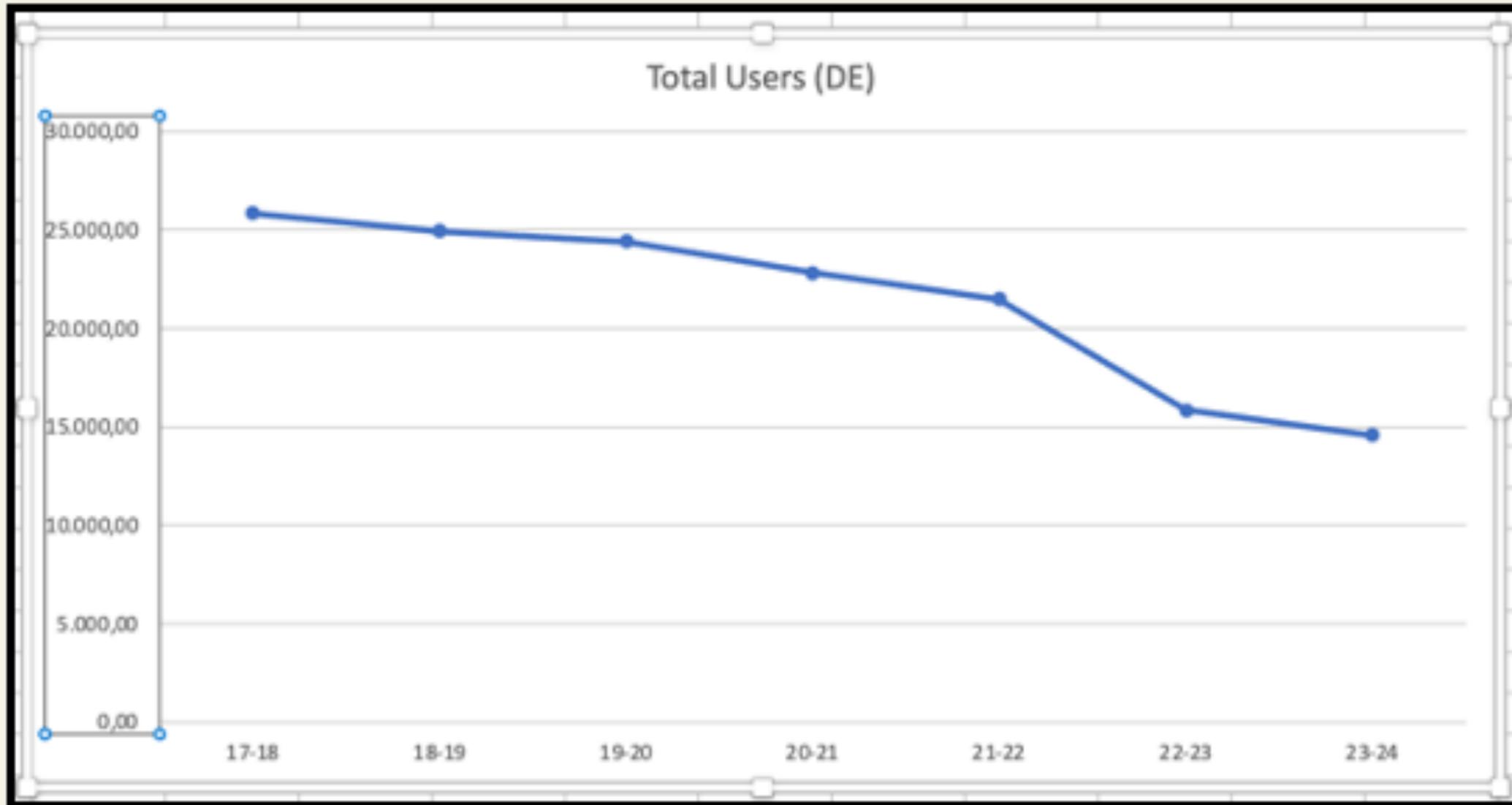


Image 17. Total Users Graph

Google Analytics Reporting - Multilingual & Regional Insights

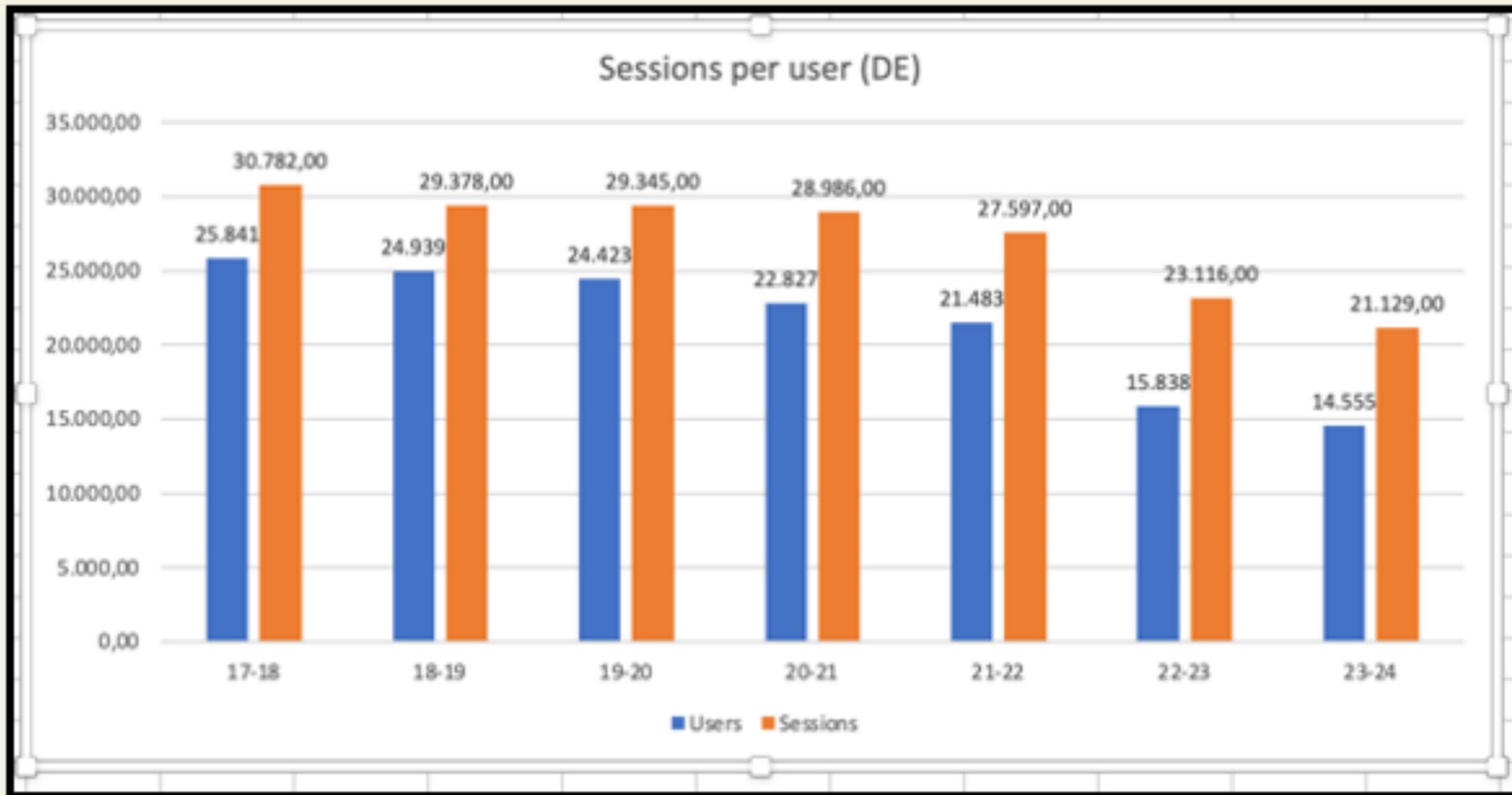


Image 18. Session per user graph

Google Analytics Reporting - Multilingual & Regional Insights

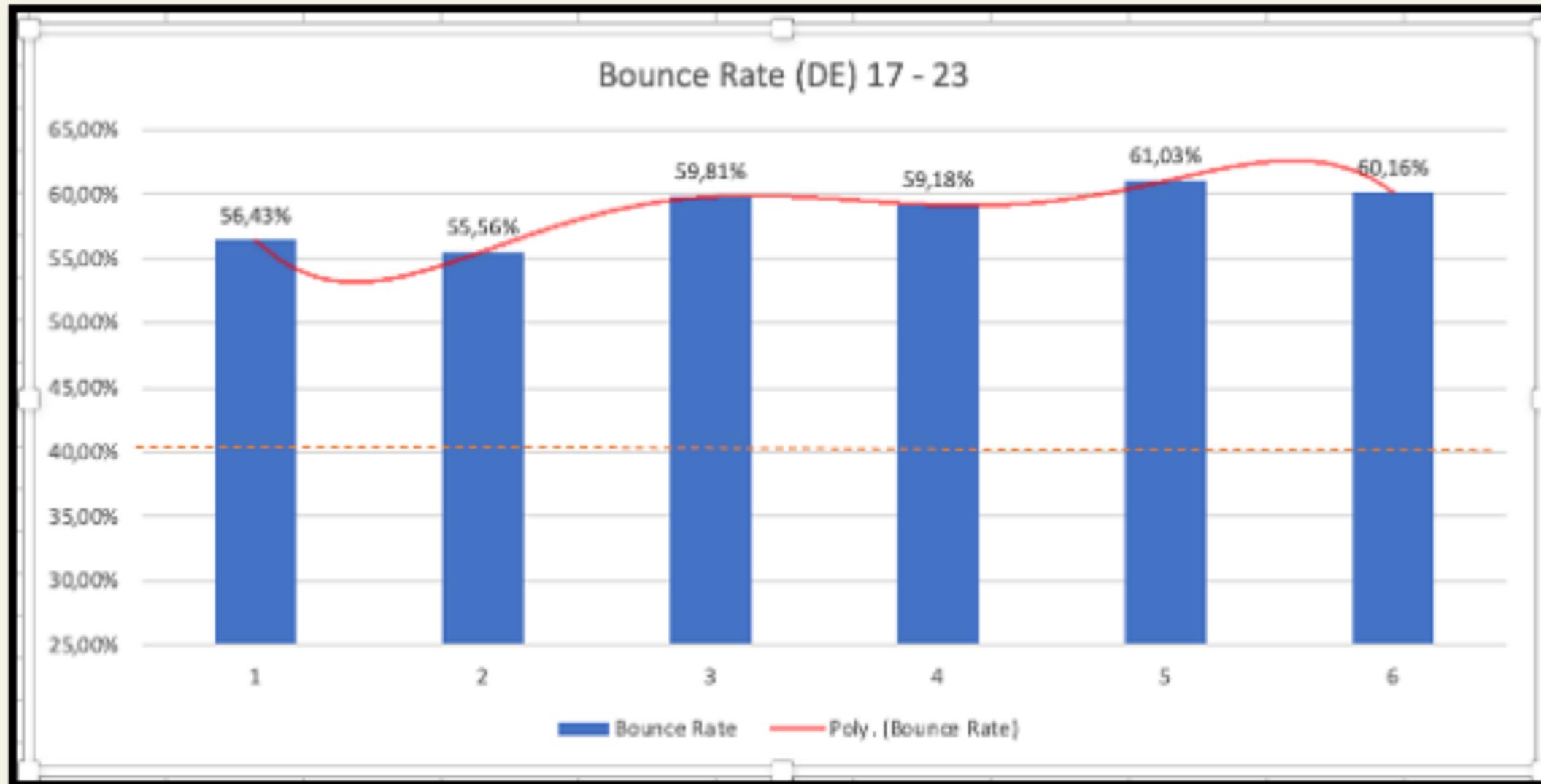


Image 19. Bounce Rate Graph

Google Analytics Reporting - Multilingual & Regional Insights

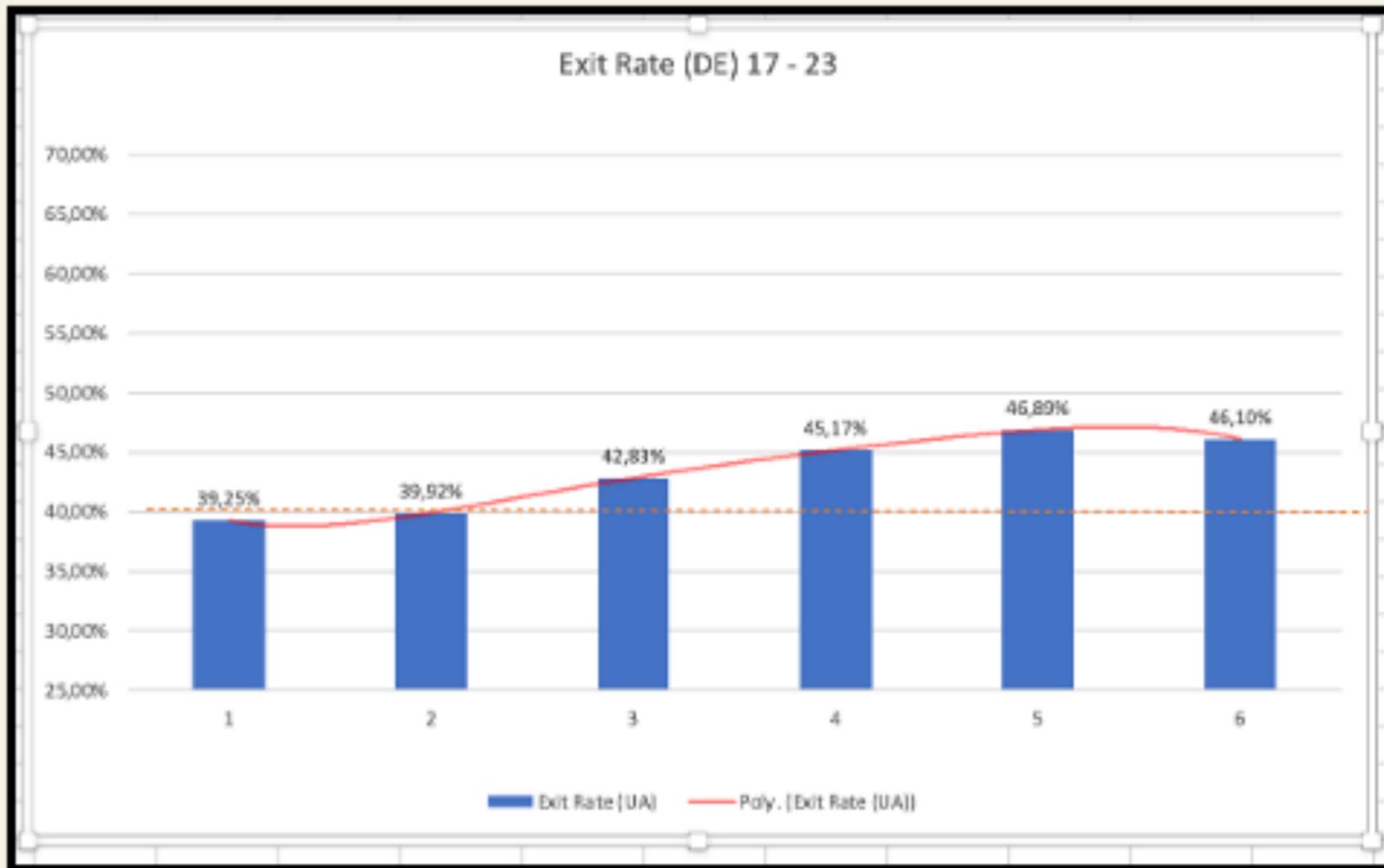


Image 20. Exit rate graph

Google Analytics Reporting - Multilingual & Regional Insights

2. EMEA Country-Specific Performance Report

- Focused on EMEA countries to assess regional performance:
 - Key KPIs: Users, New Users, Bounce Rate, Sessions, Pages per Session, Avg. Session Duration
- Compared performance across countries and identified top-performing regions.

Analysed user behaviour across product and solution pages, identifying which countries engaged with specific products, aligning with business strategy.

Google Analytics Reporting - Multilingual & Regional Insights

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Time-Frame	Continent	Country	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration										
1st Sept 2020-31st March 2022	Europe	United Kingdom	1667	2189	183	62.00%	2.11	92.03										
1st Sept 2020-31st March 2022	Europe	Germany	2901	2672	5444	53.00%	2.85	173.34										
1st Sept 2020-31st March 2022	Europe	Spain	174	868	1582	66.00%	2.08	82.72										
1st Sept 2020-31st March 2022	Europe	Netherlands	3889	1874	2558	54.00%	2.23	121.42										
1st Sept 2020-31st March 2022	Europe	Italy	1664	392	2091	50.00%	2.39	134.49										
1st Sept 2020-31st March 2022	Europe	France	5093	2372	570	60.00%	2.25	111.39										
1st Sept 2020-31st March 2022	Europe	Finland	6564	1114	3525	44.00%	1.96	91.86										
1st Sept 2020-31st March 2022	Europe	Russia	3948	1196	3294	46.00%	2.02	97.74										
1st Sept 2020-31st March 2022	Europe	Poland	2331	352	4650	68.00%	1.99	103.80										
1st Sept 2020-31st March 2022	Europe	Portugal	6447	2186	5793	48.00%	2.30	120.77										
1st Sept 2020-31st March 2022	Europe	Belgium	1262	908	6329	55.00%	2.57	131.40										
1st Sept 2020-31st March 2022	Europe	Romania	1766	867	4844	59.00%	1.98	96.05										
1st Sept 2020-31st March 2022	Europe	Greece	3552	2990	5453	56.00%	2.40	143.79										
1st Sept 2020-31st March 2022	Europe	Czechia	3800	1382	2407	54.00%	2.08	95.40										
1st Sept 2020-31st March 2022	Europe	Hungary	4357	2074	6953	49.00%	1.88	85.05										
1st Sept 2020-31st March 2022	Europe	Switzerland	4740	1336	5635	46.00%	1.38	250.08										
1st Sept 2020-31st March 2022	Europe	Denmark	3219	466	1447	62.00%	2.11	82.44										
1st Sept 2020-31st March 2022	Europe	Sweden	5494	392	3128	51.00%	2.58	129.49										
1st Sept 2020-31st March 2022	Europe	Norway	407	256	378	45.00%	1.76	61.14										
1st Sept 2020-31st March 2022	Europe	Austria	8869	549	1808	85.00%	1.93	71.74										
1st Sept 2020-31st March 2022	Europe	Slovenia	840	304	6343	63.00%	2.05	86.58										
1st Sept 2020-31st March 2022	Europe	Ukraine	277	464	3367	66.00%	2.07	130.37										
1st Sept 2020-31st March 2022	Europe	Croatia	3301	2392	2384	44.00%	2.09	101.96										
1st Sept 2020-31st March 2022	Europe	Serbia	4882	1477	6513	42.00%	2.06	109.69										
1st Sept 2020-31st March 2022	Europe	Bulgaria	3051	1781	4520	69.00%	2.12	91.23										
1st Sept 2020-31st March 2022	Europe	Ireland	6390	65	3417	56.00%	1.93	78.60										
1st Sept 2020-31st March 2022	Europe	Lithuania	2809	575	4223	45.00%	2.14	101.38										
1st Sept 2020-31st March 2022	Europe	Slovakia	4737	2931	4335	59.00%	2.08	95.08										
1st Sept 2020-31st March 2022	Europe	Latvia	6335	2986	320	54.00%	2.44	145.94										
1st Sept 2020-31st March 2022	Europe	Bosnia & Herzegovina	3270	2012	5582	57.00%	1.75	44.84										
1st Sept 2020-31st March 2022	Europe	Estonia	3538	1820	3239	54.00%	2.25	99.45										
1st Sept 2020-31st March 2022	Europe	Malta	1521	2684	6793	54.00%	2.36	124.23										
1st Sept 2020-31st March 2022	Europe	Belarus	448	1160	5084	53.00%	1.63	60.27										
1st Sept 2020-31st March 2022	Europe	North Macedonia	652	1964	4295	64.00%	1.73	79.15										
1st Sept 2020-31st March 2022	Europe	Albania	3236	1956	5087	51.00%	1.61	50.52										
1st Sept 2020-31st March 2022	Europe	Moldova	3082	1203	5708	52.00%	1.54	21.36										
1st Sept 2020-31st March 2022	Europe	Luxembourg	6334	2964	3085	68.00%	2.00	57.37										
1st Sept 2020-31st March 2022	Europe	Iceland	495	358	2190	57.00%	1.77	37.06										
1st Sept 2020-31st March 2022	Europe	Kosovo	4809	1270	2082	54.00%	2.19	107.48										
1st Sept 2020-31st March 2022	Europe	Montenegro	5186	623	1495	46.00%	1.16	31.13										
1st Sept 2020-31st March 2022	Europe	Monaco	3565	2445	517	47.00%	2.00	41.50										
1st Sept 2020-31st March 2022	Europe	Liechtenstein	3	1364	3994	56.00%	2.00	68.92										
1st Sept 2020-31st March 2022	Europe	Cyprus	3761	561	6933	67.00%	2.00	107.57										

Image 21. EMEA Country-Specific Performance Report - part 1

Google Analytics Reporting - Multilingual & Regional Insights

A	B	C	D	E	F	G	H	I	J	K
1	Landing Page	Country	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration		
2	1 /en/measuring-instruments/home.html	Germany	3297	42,46%	1400	27,57%	3,89	238,91		
3	2 /en/measuring-instruments/home.html	Netherlands	1113	60,40%	671	45,00%	2,87	172,32		
4	3 /en/measuring-instruments/home.html	Italy	1082	38,35%	415	24,95%	3,77	180,28		
5	4 /en/measuring-instruments/home.html	United Kingdom	1079	46,17%	714	32,81%	3,24	138,86		
6	5 /en/measuring-instruments/home.html	South Africa	890	5,84%	52	13,60%	4,20	340,30		
7	6 /en/measuring-instruments/home.html	Switzerland	801	32,31%	259	31,05%	4,48	287,09		
8	7 /en/measuring-instruments/home.html	France	724	73,70%	577	42,13%	2,86	104,78		
9	8 /en/measuring-instruments/products/colour-measurement.html	United Kingdom	694	47,15%	461	43,54%	2,64	127,78		
10	9 /en/measuring-instruments/home.html	Spain	688	64,47%	441	30,56%	3,25	128,88		
11	10 /en/measuring-instruments/products/colour-measurement.html	Turkey	638	66,46%	424	57,59%	2,80	68,39		
12										
13										
14										
15										
16	ANOMALIES									
17										
18	GERMAN VISITORS									
19	Landing Page	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration			
20	1 /en/measuring-instruments/home.html	1531	1208	3052	37,59%	2,97	211,87			
21	2 /en/measuring-instruments/products/colour-measurement/chlorophyll-meter/spaf-502plus/introduction.html	133	110	150	71,33%	1,68	79,57			
22	3 /en/measuring-instruments/products/colour-measurement.html	122	65	251	28,57%	2,77	170,71			
23	4 /en/measuring-instruments/products/colour-measurement/spectrophotometers-portable.html	105	81	218	25,42%	2,81	249,80			
24	5 /en/measuring-instruments/products/colour-measurement/chroma-meters/cr-400-410/introduction.html	93	67	204	72,12%	1,40	86,60			
25	TOTAL	1978	1593	3055						
26										
27										
28	ITALIAN VISITORS									
29	Landing Page	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration			
30	1 /en/measuring-instruments/home.html	448	389	884	25,41%	2,94	178,51			
31	2 /en/measuring-instruments/products/colour-measurement/chlorophyll-meter/spaf-502plus/introduction.html	108	95	110	68,18%	1,47	47,86			
32	3 /en/measuring-instruments/products/colour-measurement/spectrophotometers-portable.html	97	68	200	31,00%	2,82	165,80			
33	4 /en/measuring-instruments/products/colour-measurement.html	83	62	84	44,05%	2,60	103,81			
34	5 /en/measuring-instruments/technical-service/service-locations.html	72	68	73	31,60%	1,81	75,48			
35	TOTAL	807	682	1351						
36										
37										
38	FRENCH VISITORS									
39	Landing Page	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration			
40	1 /en/measuring-instruments/home.html	538	537	669	43,10%	2,20	99,90			
41	2 /en/measuring-instruments/products/colour-measurement/chroma-meters/cr-400-410/introduction.html	83	67	96	69,79%	1,59	139,25			
42	3 /en/measuring-instruments/products/colour-measurement/spectrophotometers-portable.html	66	50	75	28,00%	2,79	216,15			
43	4 /en/measuring-instruments/products/colour-measurement/spectrophotometers-bench-top/asm-5/introduction.html	53	36	57	56,14%	1,91	106,30			
44	5 /en/measuring-instruments/products/colour-measurement.html	44	33	57	40,00%	2,11	173,88			
45	TOTAL	784	623	954						
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Image 22. EMEA Country-Specific Performance Report - part 2

Project: Google ads Campaign management and reporting

Duration: October 2022 - September 2024

Multilingual Performance Report

Developed a detailed report covering 8 language-specific markets, each consisting of:

- Performance Metrics Sheet: Timeframe, Campaign, Ad Group, Keywords, Match Type, Clicks, Impressions, CTR, Avg. CPC, Cost, Conversion Rate, Final URL.
- Keyword Recommendations Sheet: New keyword suggestions tailored to regional search behaviour.
- Negative Keywords Sheet: Curated list of exclusions to eliminate irrelevant traffic and improve ROI.

Google ads Campaign management and reporting

Timeframe	Campaign	Ad group	Keywords	Match type	Clicks	Imps.	CTR	Avg. CPC	Cost	Conv. rate	Final URL
1 Nov 2021 - 30 Oct 2022	EN	Color Measurement	colorimeter	Broad match	358	7535	4.75%	0,4	142	2,51%	https://www5.konicaminolta.eu/en/measuring-instruments/products/light-display-measurement.html
1 Nov 2021 - 30 Oct 2022	EN	Color Measurement	spectrophotometry	Broad match	446	10853	4.11%	0,45	209,1	5,38%	https://www5.konicaminolta.eu/en/measuring-instruments/products/colour-measurement.html
1 Nov 2021 - 30 Oct 2022	EN	Color Measurement	"color meter"	Phrase match	112	2078	5,39%	0,4	45,2	6,25%	
1 Nov 2021 - 30 Oct 2022	EN	Color Measurement	+colour +measurement	Broad match	77	1778	4,33%	0,24	18,69	5,19%	https://www5.konicaminolta.eu/en/measuring-instruments/products/colour-measurement.html
1 Nov 2021 - 30 Oct 2022	EN	Color Measurement	"color measuring instrument"	Phrase match	59	939	6,28%	0,54	31,73	10,17%	
1 Nov 2021 - 30 Oct 2022	EN	Color Measurement	+measuring +colour	Broad match	6	193	3,11%	0,09	0,51	0,00%	https://www5.konicaminolta.eu/en/measuring-instruments/products/colour-measurement.html
1 Nov 2021 - 30 Oct 2022	EN	Color Measurement	+color +quality +control	Broad match	0	6	0,00%	--	0	0,00%	https://www5.konicaminolta.eu/en/measuring-instruments/products/colour-measurement.html
1 Nov 2021 - 30 Oct 2022	EN	Color Measurement	"Measure the colour of"	Phrase match	0	0	--	--	0	0,00%	
1 Nov 2021 - 30 Oct 2022	EN	Color Measurement	"minolta color meter"	Phrase match	258	1421	18,16%	0,63	161,5	3,49%	https://www5.konicaminolta.eu/en/measuring-instruments/products/colour-measurement.html
1 Nov 2021 - 30 Oct 2022	EN	Color Measurement	chroma meter	Broad match	1140	8774	12,83%	0,39	442,2	4,61%	https://www5.konicaminolta.eu/en/measuring-instruments/products/colour-measurement.html
1 Nov 2021 - 30 Oct 2022	EN	Color Measurement	+handheld +colorimeter	Broad match	8	222	3,60%	0,44	3,48	0,00%	
1 Nov 2021 - 30 Oct 2022	EN	Color Measurement	"color of line"	Phrase match	4	118	3,39%	0,11	0,62	0,00%	
1 Nov 2021 - 30 Oct 2022	EN	Color Measurement	"lab colour"	Phrase match	35	371	9,43%	0,2	6,94	0,00%	
1 Nov 2021 - 30 Oct 2022	EN	Color Measurement	"colour difference"	Phrase match	0	19	0,00%	--	0	0,00%	
1 Nov 2021 - 30 Oct 2022	EN	Color Measurement	"CIELAB colour"	Phrase match	31	458	6,77%	0,18	5,51	0,00%	
1 Nov 2021 - 30 Oct 2022	EN	Color Measurement	"Measure colour of"	Phrase match	1	1	100,00%	0,12	0,12	0,00%	
1 Nov 2021 - 30 Oct 2022	EN	Color Measurement	"colour Control"	Phrase match	4	66	6,06%	0,19	0,75	0,00%	
1 Nov 2021 - 30 Oct 2022	EN	Color Measurement	"test colour of"	Phrase match	1	2	50,00%	0,23	0,23	0,00%	
1 Nov 2021 - 30 Oct 2022	EN	Color Measurement	"Colour reader"	Phrase match	20	494	4,05%	0,52	6,59	10,00%	
1 Nov 2021 - 30 Oct 2022	EN	Lightmeter	luxmeter	Broad match	125	2774	4,51%	0,27	34,27	0,80%	
1 Nov 2021 - 30 Oct 2022	EN	Lightmeter	"light measurement"	Phrase match	59	1497	4,00%	0,25	14,53	1,69%	
1 Nov 2021 - 30 Oct 2022	EN	Lightmeter	"luminance meter"	Phrase match	200	2244	8,91%	0,5	101	7,33%	
1 Nov 2021 - 30 Oct 2022	EN	Lightmeter	+light +meters	Broad match	234	5537	4,23%	0,37	86,41	4,27%	https://www5.konicaminolta.eu/en/measuring-instruments/products/light-display-measurement.html
1 Nov 2021 - 30 Oct 2022	EN	Lightmeter	+lux +meter	Broad match	173	3633	4,73%	0,37	63,38	4,05%	https://www5.konicaminolta.eu/en/measuring-instruments/products/light-display-measurement.html
1 Nov 2021 - 30 Oct 2022	EN	Lightmeter	+luminance +meter	Broad match	38	608	6,25%	0,39	14,72	2,69%	https://www5.konicaminolta.eu/en/measuring-instruments/products/light-display-measurement.html
1 Nov 2021 - 30 Oct 2022	EN	Lightmeter	"led light measurement"	Phrase match	0	21	0,00%	--	0	0,00%	https://www5.konicaminolta.eu/en/measuring-instruments/products/light-display-measurement.html
1 Nov 2021 - 30 Oct 2022	EN	Lightmeter	+digital +light +meters	Broad match	0	51	0,00%	--	0	0,00%	
1 Nov 2021 - 30 Oct 2022	EN	Lightmeter	+calibrated +lux +meter	Broad match	2	34	5,88%	0,36	0,71	0,00%	
1 Nov 2021 - 30 Oct 2022	EN	Lightmeter	+led +lux +meter	Broad match	0	12	0,00%	--	0	0,00%	
1 Nov 2021 - 30 Oct 2022	EN	Lightmeter	+professional +light +meter	Broad match	1	28	3,57%	0,25	0,25	0,00%	
1 Nov 2021 - 30 Oct 2022	EN	Lightmeter	+lux +meter	Broad match	27	524	5,15%	0,13	3,53	0,00%	
1 Nov 2021 - 30 Oct 2022	EN	Lightmeter	"led measurement system"	Phrase match	1	32	3,13%	0,41	0,41	0,00%	
1 Nov 2021 - 30 Oct 2022	EN	Lightmeter	+meter +light	Broad match	13	867	1,81%	0,27	8,8	1,03%	https://www5.konicaminolta.eu/en/measuring-instruments/products/light-display-measurement.html
1 Nov 2021 - 30 Oct 2022	EN	Lightmeter	"LED light meter"	Phrase match	4	65	6,15%	0,33	1,33	0,00%	https://www5.konicaminolta.eu/en/measuring-instruments/products/light-display-measurement.html
1 Nov 2021 - 30 Oct 2022	EN	Lightmeter	+Calibrated +light +meter	Broad match	2	30	6,67%	0,47	0,94	0,00%	
1 Nov 2021 - 30 Oct 2022	EN	Lightmeter	+T-30 +minolta	Broad match	11	81	13,58%	0,45	4,99	0,00%	
1 Nov 2021 - 30 Oct 2022	EN	Lightmeter	+T-208 +minolta	Broad match	1	7	14,29%	0,04	0,04	0,00%	
1 Nov 2021 - 30 Oct 2022	EN	Lightmeter	+check +lighting +device	Broad match	0	0	--	--	0	0,00%	
1 Nov 2021 - 30 Oct 2022	EN	Lightmeter	+check +lighting +instrument	Broad match	0	0	--	--	0	0,00%	
1 Nov 2021 - 30 Oct 2022	EN	Lightmeter	+measure +commercial +lighting	Broad match	0	0	--	--	0	0,00%	
1 Nov 2021 - 30 Oct 2022	EN	Lightmeter	+measure +led +light	Broad match	0	0	--	--	0	0,00%	
1 Nov 2021 - 30 Oct 2022	EN	Lightmeter	+measure +lux +professional	Broad match	0	0	--	--	0	0,00%	

Image 23. Google Ads report - part 1

Google ads Campaign management and reporting

Search term	Match type	Added/Excluded	Ad group	Clicks	Imp.	CTR
chlorophyll meter	Exact match	None	6 English - dynamic ad group	71	588	12.0
spektrofotometre	Broad match	None	1 Color Measurement	9	508	1.7
spad meter	Exact match	None	6 English - dynamic ad group	80	454	17.6
cs 2000	Exact match	None	6 English - dynamic ad group	7	366	1.9
spad chlorophyll meter	Exact match	None	6 English - dynamic ad group	57	353	16.1
glossmetre	Exact match	None	6 English - dynamic ad group	7	312	2.2
light meter light meters	Phrase match	None	4.1 Lightmeter	0	291	0.0
minolta light meter	Phrase match (close variant)	None	4.1 Lightmeter	24	268	8.9
spad 502	Exact match	None	6 English - dynamic ad group	57	260	21.9
konica minolta spectrophotometer	Broad match	None	1 Color Measurement	67	220	30.4
spectramagic m	Exact match	None	6 English - dynamic ad group	67	202	33.1
chroma meter cr 400	Exact match	None	6 English - dynamic ad group	45	171	26.3
konica minolta cm 700d	Exact match	None	6 English - dynamic ad group	44	159	27.6
color measurement	Exact match	None	6 English - dynamic ad group	5	158	3.1
cm 5	Exact match	None	6 English - dynamic ad group	7	155	4.5
konica minolta sensing	Broad match	None	1 Color Measurement	57	143	39.8
spad 502 plus chlorophyll meter	Exact match	None	6 English - dynamic ad group	25	137	18.2
portable spectrophotometer	Exact match	None	6 English - dynamic ad group	9	132	6.8
chlorophyll meter price	Exact match	None	6 English - dynamic ad group	22	132	16.6
cr 400	Exact match	None	6 English - dynamic ad group	11	129	8.5
spad metre	Exact match	None	6 English - dynamic ad group	10	124	8.0
minolta meter	Broad match	None	4.1 Lightmeter	0	123	0.0
konica minolta cr 400	Exact match	None	6 English - dynamic ad group	33	119	27.7
konica minolta sensing europe	Broad match	None	1 Color Measurement	72	119	60.5
konica minolta colorimeter	Exact match	None	6 English - dynamic ad group	36	118	30.5
chromameter	Exact match	None	6 English - dynamic ad group	15	117	12.8
spad 502 plus	Exact match	None	6 English - dynamic ad group	34	115	29.5
rhopoint instruments	Broad match	None	2 Glossmeters	13	114	11.4
cm 780d	Exact match	None	6 English - dynamic ad group	27	107	25.2
minolta chroma meter	Exact match	None	6 English - dynamic ad group	20	104	19.2
cl 200a	Exact match	None	6 English - dynamic ad group	29	104	27.8
minolta spectrophotometer	Broad match	None	1 Color Measurement	23	102	22.5
konica minolta cm 25rg	Exact match	None	6 English - dynamic ad group	36	98	36.7
lumicam	Exact match	None	6 English - dynamic ad group	13	95	13.6
konica minolta cm 5	Exact match	None	6 English - dynamic ad group	23	94	24.4
rhopoint	Broad match	None	2 Glossmeters	8	92	8.7
chlorophyll meter spad 502 plus	Exact match	None	6 English - dynamic ad group	33	92	35.8
minolta colorimeter	Exact match	None	6 English - dynamic ad group	15	89	16.8
ca 430	Exact match	None	6 English - dynamic ad group	16	87	18.3
konica minolta cm 2600d	Exact match	None	6 English - dynamic ad group	20	86	23.1
konica minolta sensing europe b v	Broad match	None	1 Color Measurement	41	86	47.6
cs2000	Exact match	None	6 English - dynamic ad group	6	84	7.1
spectramagic m	Exact match	None	6 English - dynamic ad group	91	83	10.9

Image 24. Google Ads report - part 2

Google ads Campaign management and reporting

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	Negative keyword ▾	Ad group ▾	Level ▾	Match type ▾															
2	driver	6 English - dynamic ad group	Ad group	Broad match															
3	[yacc]	6 English - dynamic ad group	Ad group	Exact match															
4	[dotok]	6 English - dynamic ad group	Ad group	Exact match															
5	grant	5 Colour Measurement for Graphic Arts	Ad group	Broad match															
6	lunar	5 Colour Measurement for Graphic Arts	Ad group	Broad match															
7	ultrasonic	5 Colour Measurement for Graphic Arts	Ad group	Broad match															
8	electrophoresis	5 Colour Measurement for Graphic Arts	Ad group	Broad match															
9	flow	5 Colour Measurement for Graphic Arts	Ad group	Broad match															
10	apk	5 Colour Measurement for Graphic Arts	Ad group	Broad match															
11	"ultrasound"	5 Colour Measurement for Graphic Arts	Ad group	Phrase match															
12	"nuclear"	5 Colour Measurement for Graphic Arts	Ad group	Phrase match															
13	ken	5 Colour Measurement for Graphic Arts	Ad group	Broad match															
14	calinometer	5 Colour Measurement for Graphic Arts	Ad group	Broad match															
15	metal	5 Colour Measurement for Graphic Arts	Ad group	Broad match															
16	liquid	5 Colour Measurement for Graphic Arts	Ad group	Broad match															
17	film	5 Colour Measurement for Graphic Arts	Ad group	Broad match															
18	android	5 Colour Measurement for Graphic Arts	Ad group	Broad match															
19	dload	5 Colour Measurement for Graphic Arts	Ad group	Broad match															
20	[transmission density	5 Colour Measurement for Graphic Arts	Ad group	Exact match															
21	"bone"	5 Colour Measurement for Graphic Arts	Ad group	Phrase match															
22	"ultrasound"	5 Colour Measurement for Graphic Arts	Ad group	Phrase match															
23	"milk"	5 Colour Measurement for Graphic Arts	Ad group	Phrase match															
24	"ultrasonic"	5 Colour Measurement for Graphic Arts	Ad group	Phrase match															
25	denaquick	5 Colour Measurement for Graphic Arts	Ad group	Broad match															
26	mcfarland	5 Colour Measurement for Graphic Arts	Ad group	Broad match															
27	bosen	5 Colour Measurement for Graphic Arts	Ad group	Broad match															
28	hitachi	5 Colour Measurement for Graphic Arts	Ad group	Broad match															
29	ebay	5 Colour Measurement for Graphic Arts	Ad group	Broad match															
30	aria	5 Colour Measurement for Graphic Arts	Ad group	Broad match															
31	jobs	5 Colour Measurement for Graphic Arts	Ad group	Broad match															
32	handwriting	5 Colour Measurement for Graphic Arts	Ad group	Broad match															
33	haptagubin	5 Colour Measurement for Graphic Arts	Ad group	Broad match															
34	smartphone	5 Colour Measurement for Graphic Arts	Ad group	Broad match															
35	"cheap"	5 Colour Measurement for Graphic Arts	Ad group	Phrase match															
36	neteller	5 Colour Measurement for Graphic Arts	Ad group	Broad match															
37	"air"	5 Colour Measurement for Graphic Arts	Ad group	Phrase match															
38	[nuclear]	5 Colour Measurement for Graphic Arts	Ad group	Exact match															
39	wikipedia	5 Colour Measurement for Graphic Arts	Ad group	Broad match															
40	"oil"	5 Colour Measurement for Graphic Arts	Ad group	Phrase match															
41	bone	5 Colour Measurement for Graphic Arts	Ad group	Broad match															
42	"specific gravity"	5 Colour Measurement for Graphic Arts	Ad group	Phrase match															
43	turbidity	5 Colour Measurement for Graphic Arts	Ad group	Broad match															
44	swan lake	5 Colour Measurement for Graphic Arts	Ad group	Phrase match															

Image 25. Google Ads report - part 3

Google ads Campaign management and reporting

Campaign Management & Agency Benchmarking:

1. Direct Management: Ran and optimised Google Ads campaigns independently. Results included:
 - **2,431 clicks**
 - **124 MQL conversions**
 - **10,80% CTR**
 - **4,66% Conversion Rate**
 - **32,57% Bounce Rate**
 - **67,43% Engagement Rate**

Google ads Campaign management and reporting

Campaign Management & Agency Benchmarking:

2. Agency Comparison (Indicia): Oversaw a concurrent campaign managed by an external agency, offering strategic input to internal stakeholders. My campaign outperformed the agency's results by:

- **+1.029 Clicks**
- **+2,05% CTR**
- **+4,06% Conversion Rate**
- **-11,90% Bounce Rate**
- **+11,75% Engagement Rate**

Google ads Campaign management and reporting

	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions	Cost / conv.		
Alex PL	317	4364	7,26%	1,62	514,43	5,36%	17	30,26		
Alex DE	964	17379	4,58%	1,87	2112,47	1,35%	44	14,74		
Alex DE&PL	1150	9632	11,94%	0,54	624,94	5,48%	63	9,92		
Alex Total	2431	31375	7,93%	1,342	3251,84	4,06%	124	55		
	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions	Cost / conv.		
Indicia DE	801	20544	3,22%	2,23	1757,13	0	0	0		
Indicia PL	611	9751	8,52%	1,65	888,87	0,00%	0	0		
Indicia Total	1412	30295	5,87%	1,939	2646	0	0	0		
	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions	Cost / conv.	Bounce rate	Engagement rate
Alex Total	2431	31375	7,93%	1,342	3251,84	4,06%	124	55	35,21%	64,64%
Indicia Total	1412	30295	5,87%	1,939	2646	0	0	0	47,11%	52,89%

Image 26. Google Ads Agency Vs. Alex Report

Project: LinkedIn Ads Campaign Management

Duration: November 2022 - November 2024

Campaign Leadership:

Successfully led 9 LinkedIn Ads brand awareness campaigns across 3 countries over a 30-day period each, delivering:

- **0.42% Average CTR (benchmark 0,40% - 0,60%) – Carousel Slide for 6 campaigns**
- **0,36% Average CTR (benchmark 0,25% – 0,40%)– Videos for 3 campaigns**
- **463 Total Clicks**
- **145.743 Total Impressions**

Collaborated with the Graphic Design team to shape compelling visual assets, with the UK marketing colleague for video creation, and partnered with a French marketing colleague to tailor ad copy for two regional campaigns, ensuring cultural and linguistic relevance.

LinkedIn Ads Campaign Management

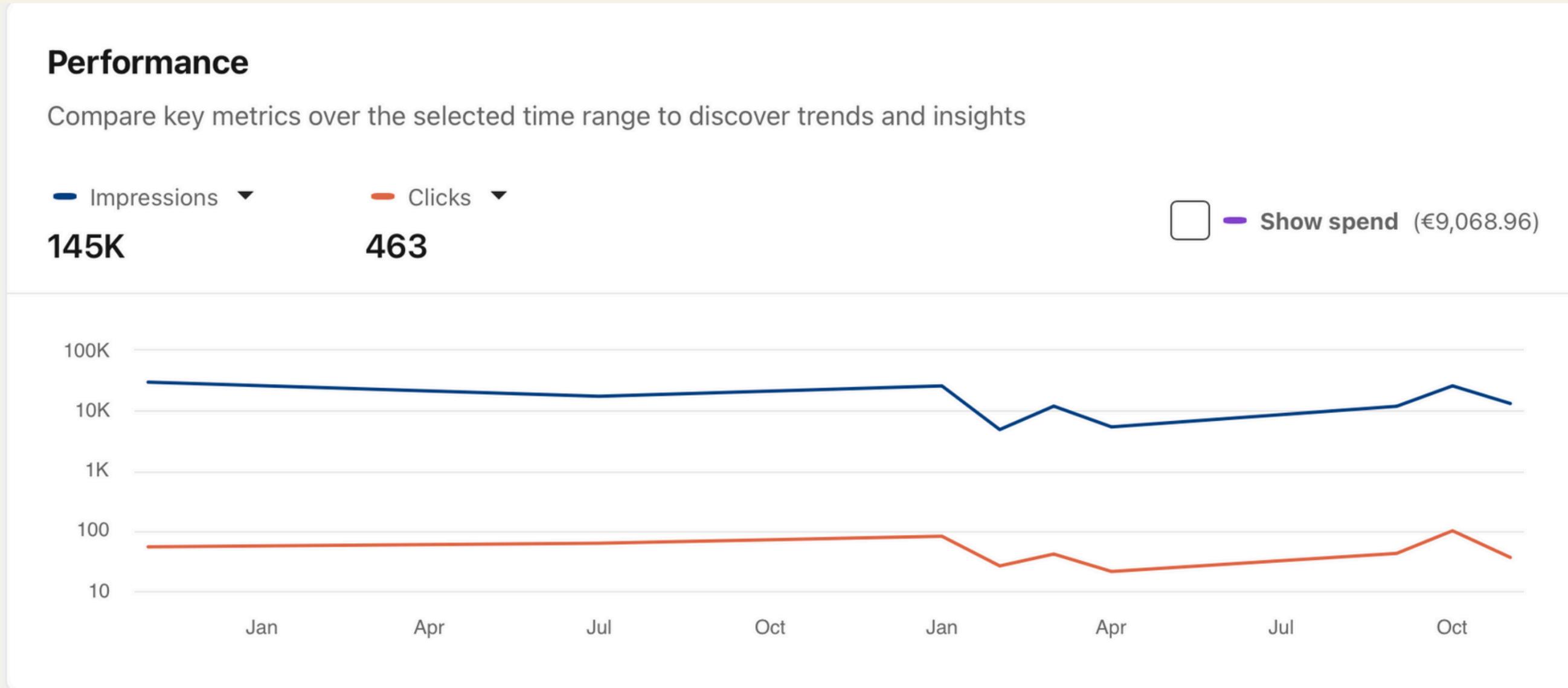


Image 27. LinkedIn Ads Total Performance

LinkedIn Ads Campaign Management

Team Training & Mentorship:

- Conducted training sessions on LinkedIn Ads strategy, setup, and optimisation for internal team members.
- Provided hands-on mentorship, including guidance on both creative direction and strategic targeting, leading to improved campaign performance and stronger team autonomy.

LinkedIn Ads Campaign Management

A LinkedIn advertisement carousel slide with a light blue background. The text is centered and uses a mix of bold black, blue, and yellow fonts. At the bottom, there is a white square placeholder and three gift boxes in red, orange, and yellow, each with a bow made of small squares.

**ATTAIN PRECISION
AND EXCELLENCE:**

**10 REASONS TO INVEST
YOUR END-OF-YEAR BUDGET IN
A SPECTROPHOTOMETER FOR THE
PLASTIC-RELATED INDUSTRIES**

**WHY STRUGGLE WHEN YOU
CAN STRIVE?**

[White square placeholder]

[Three gift boxes: red, orange, and yellow]

Image 28. LinkedIn Ads – Carousel Slide 1

LinkedIn Ads Campaign Management



Your Pain Points

Compromising on colour consistency and quality control in the Plastic-related industries results in **increased costs**, **loss of competitive edge**, and **customer dissatisfaction**.

Subjective colour evaluation in the production cycle further **impacts product appearance**, **undermining productivity**, **damaging the brand's reputation**, as the **costs and waste are escalating**.

Our Solution

Introducing the Spectrophotometer – an enhanced, versatile, and higher precision analyser. This accurate colour management instrument ensures **precise and objective control** over:

- **Plastic materials ranging from translucent to opaque (masterbatch)**
- **Recycled materials**
- **Final plastic products and various plastic parts, from films to foils**



Image 29. LinkedIn Ads – Carousel Slide 2&3

LinkedIn Ads Campaign Management



Your Benefits

By implementing a spectrophotometer in your production processes, besides **objectively measuring colour**, you can:

- ↓ **Reduce waste by minimizing errors**
- ↓ **Cut operational cost**
- ↑ **Boost productivity through QC enhancement**
- ↑ **Achieve consistent colour production**
- ↑ **Meet tighter tolerances**
- ↑ **Maintain your brand colour consistency**



Give Shape to your Ideas

- **Optimize your end-of-year budget** with a strategic investment in a Spectrophotometer
- Experience immediate and **long-lasting returns**
- Turn your weaknesses into **your strengths**

[CLICK HERE TO KNOW MORE](#)



Image 30. LinkedIn Ads – Carousel Slide 4&5

LinkedIn Ads Campaign Management

A LinkedIn advertisement carousel slide with a light blue background. The text is arranged in a vertical stack on the left side. On the right side, there is a partial view of a red wine bottle with a white label. The label has the word 'GAS' in black, a circular logo with a leaf, and the word 'MANI' in green. The text on the slide reads:

**MAXIMISE YOUR
FOOD AND BEVERAGE
INDUSTRIAL PERFORMANCE:**

**5 COMPELLING REASONS TO
INVEST YOUR END-OF-YEAR BUDGET
IN A SPECTROPHOTOMETER**

**WHY STRUGGLE WHEN YOU
CAN STRIVE?**

[A white rectangular box is present below the text, likely a placeholder for a logo or image.]

Image 31. LinkedIn Ads – Carousel Slide 1

LinkedIn Ads Campaign Management



The image shows a two-panel LinkedIn ad carousel. The left panel has a yellow background and features two bottles of GASSOSA beverage: one red (DARINO) and one orange (MANDARINO). The right panel has a blue background and features a spectrophotometer device next to a bottle of GASSOSA MANDARINO. A white icon of a first aid kit is in the bottom right of the yellow panel, and a white icon of a circular arrow is in the top right of the blue panel.

Your Pain Points

Subjective colour perception in the F&B industry impacts appearance, taste, productivity, and **raises costs**.

Compromising on colour consistency and quality control leads to a **loss of competitive edge** and **customer dissatisfaction**.

Our Solution

Introducing the Spectrophotometer – a compact, and user-friendly colour measuring instrument ensuring **precise and objective control** over ingredient, product, and packaging colour.

Image 32. LinkedIn Ads – Carousel Slide 2&3

LinkedIn Ads Campaign Management

Your Benefits

By implementing a Spectrophotometer in your production processes, besides **objectively measuring colour**, you can:

- ↓ Minimise waste
- ↓ Reduce production costs
- ↑ Boost productivity
- ↑ Enhance quality control
- ↑ Ensure colour consistency



Give Shape to your Ideas



- **Optimise your end-of-year budget** with a strategic investment in a Spectrophotometer
- Experience immediate and **long-lasting returns**
- Turn your weaknesses into **your strengths**

[CLICK HERE TO KNOW MORE](#)

Image 33. LinkedIn Ads – Carousel Slide 4&5

Project: Redevelopment Website Audit & UX Architecture Overhaul (GA4 + Microsoft Clarity)

Duration: May 2024 - July 2024

As part of a strategic learning initiative following a large-scale website redevelopment and CMS migration, I conducted a comprehensive behavioural and performance analysis across 5 localised websites.

The objective was to identify pain points, gather actionable user insights, and rebuild the website architecture based on real user behaviour—correcting previous UX shortcomings and informing future iterations.

This initiative was pivotal in turning user data into strategic improvements, ensuring that the CMS migration and redesign translated into measurable UX and performance gains.

Redevelopment Website Audit & UX Architecture Overhaul (GA4 + Microsoft Clarity)

Scope & Key Activities:

- **Behavioural Funnel & Path Exploration (GA4):** Mapped user journeys through **funnel exploration, page paths, and event flow** to pinpoint navigation issues, friction points, and key conversion drop-offs.
- **Technical Performance Evaluation:** Audited site performance using **Core Web Vitals** (LCP, FID, CLS) and **JavaScript execution impact** to address load speed and responsiveness issues post-migration.
- **Information Architecture Redesign:** Leveraging insights from the audit, I led the redefinition of the **site architecture** to:
 - o Reduce **page depth** and streamline content access
 - o Improve **usability and clarity** for both first-time and returning users
 - o Ensure alignment with both **technical SEO** and **user expectations**

Redevelopment Website Audit & UX Architecture Overhaul (GA4 + Microsoft Clarity)

- **In-Depth UX Diagnostics (Microsoft Clarity):** Analysed user interaction quality through:
 - **Rage clicks, dead clicks, excessive scrolling, and quick backs**
 - **Scroll heat-maps** and **click heat-maps** on solution/product pages
 - Visualised **engagement** and **click-through patterns**
- **Traffic Source & Device Insights:** Assessed audience behaviour variations across **channels** (organic, paid, direct, referral) and **device types**, supporting tailored UX and performance improvements.

Redevelopment Website Audit & UX Architecture Overhaul (GA4 + Microsoft Clarity)

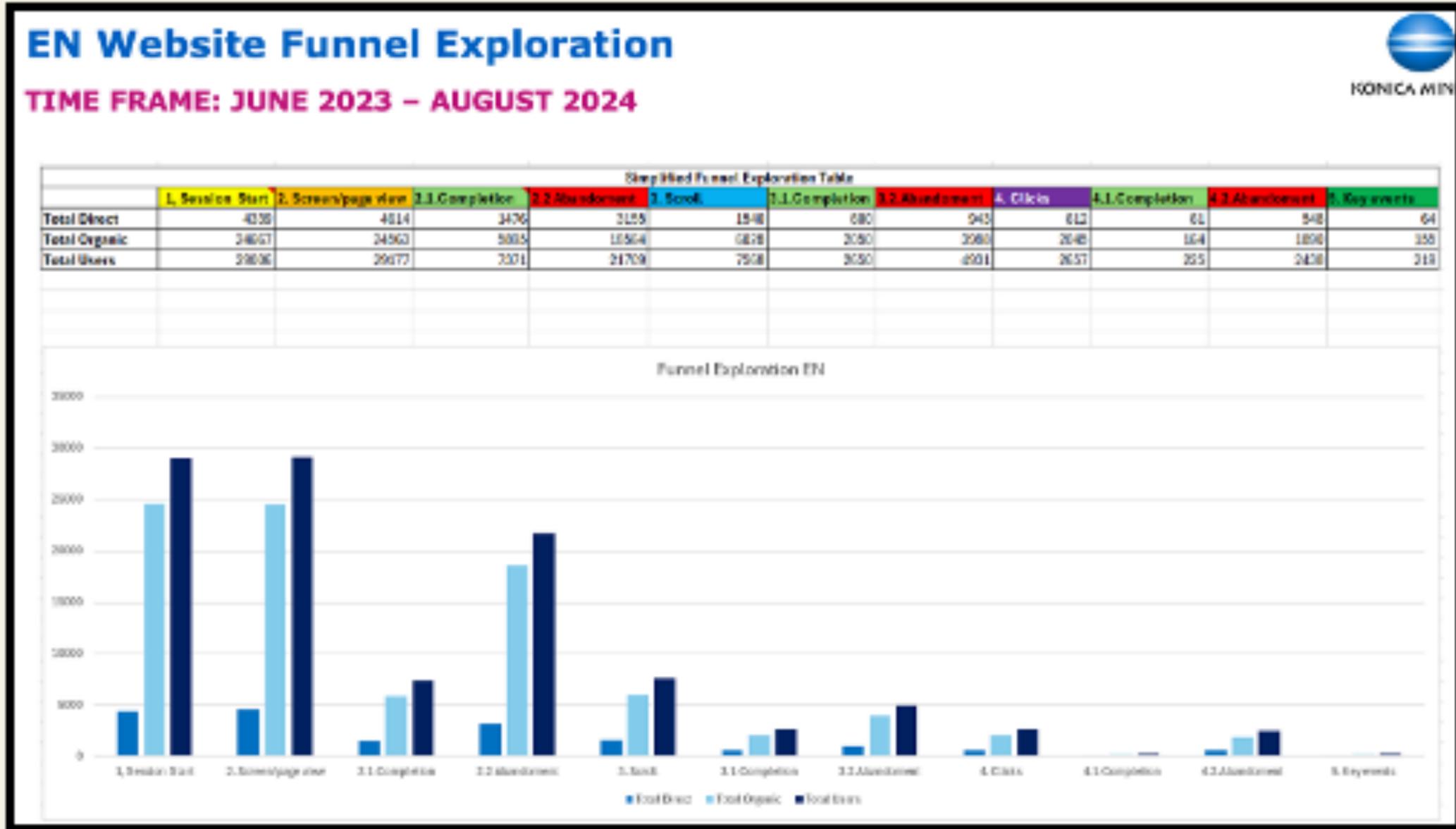


Image 34. Funnel exploration

Redevelopment Website Audit & UX Architecture Overhaul (GA4 + Microsoft Clarity)

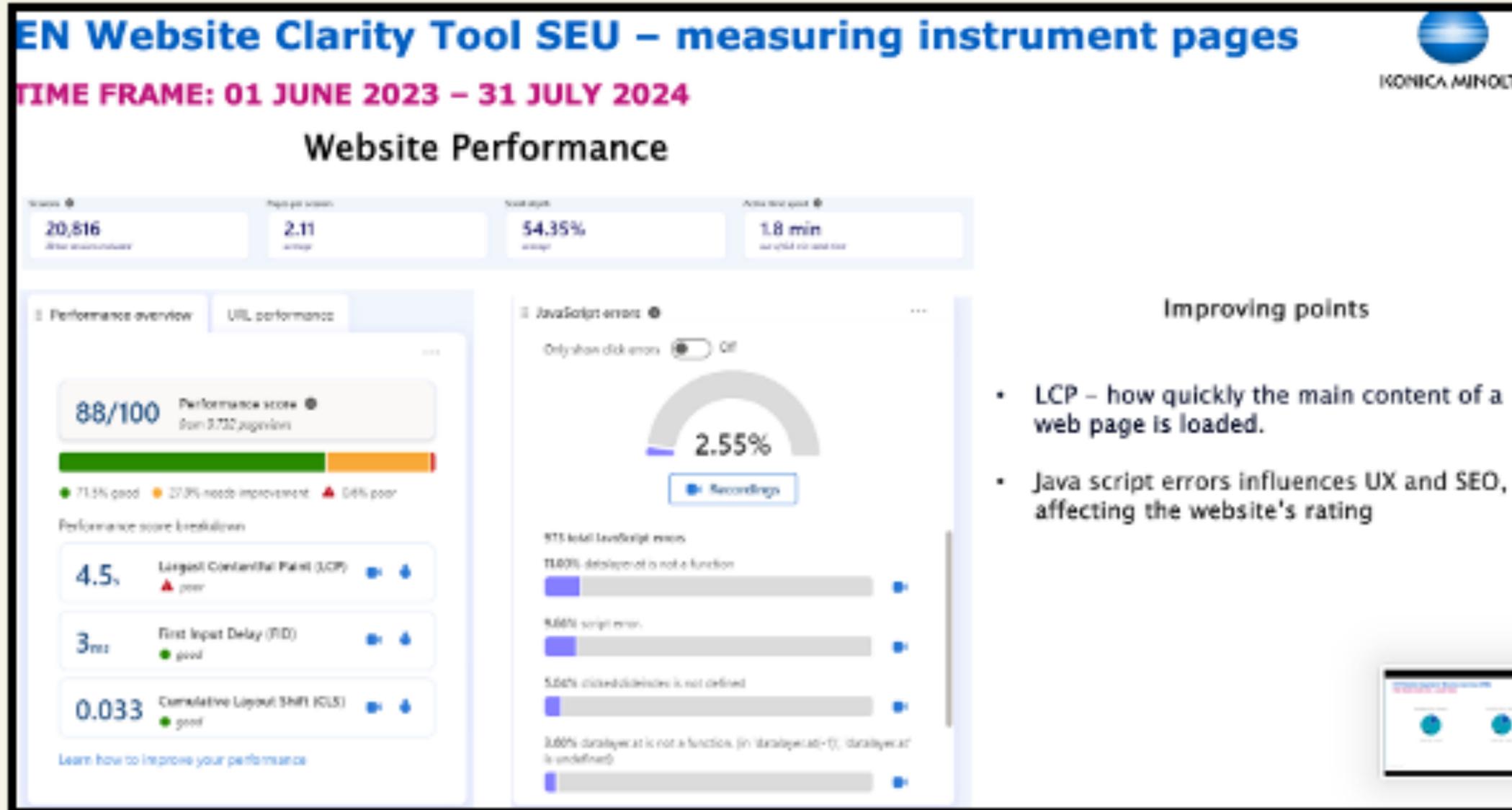


Image 35. Website performance

Redevelopment Website Audit & UX Architecture Overhaul (GA4 + Microsoft Clarity)

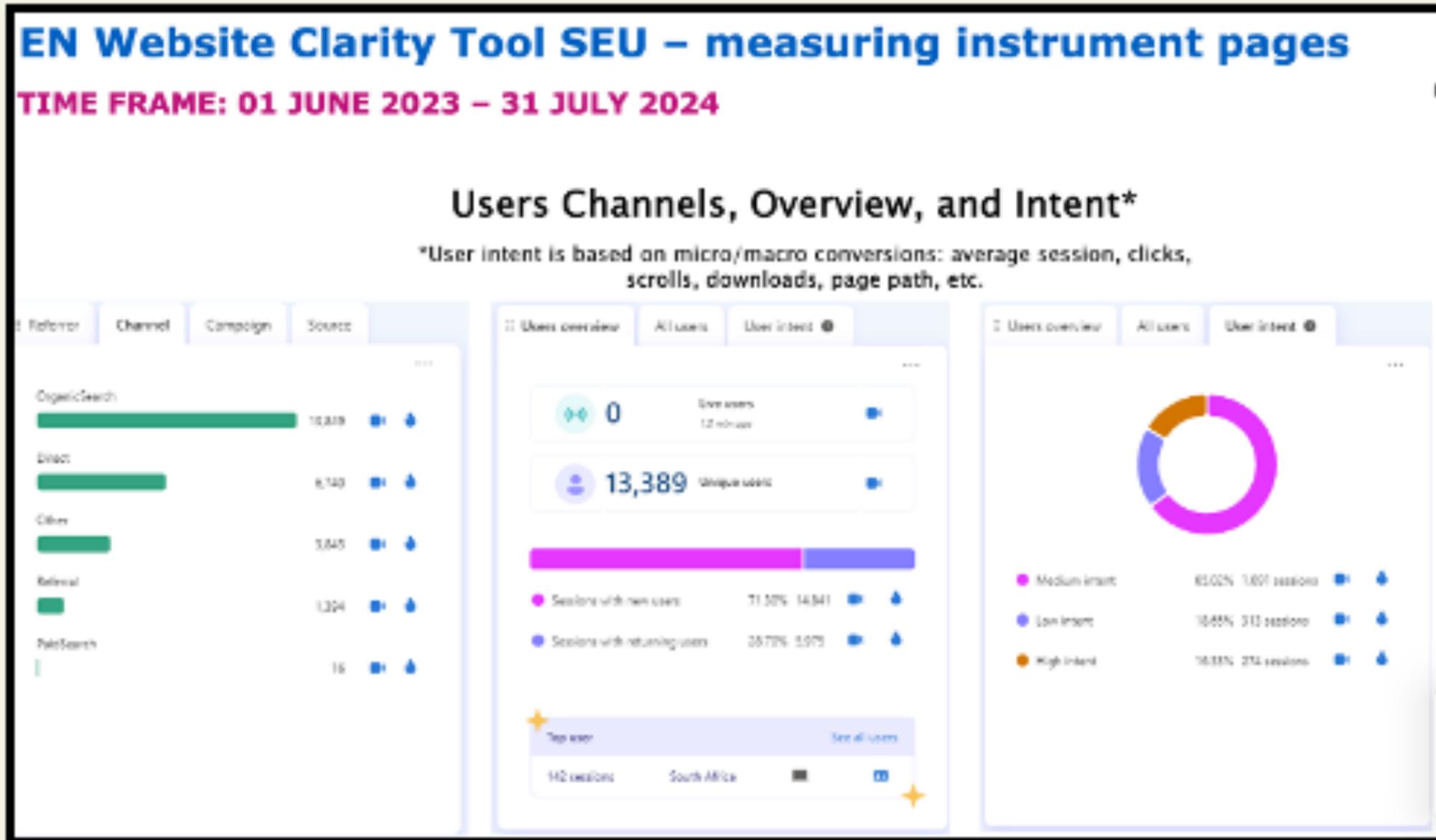


Image 36. User channels, overview, intent

Redevelopment Website Audit & UX Architecture Overhaul (GA4 + Microsoft Clarity)

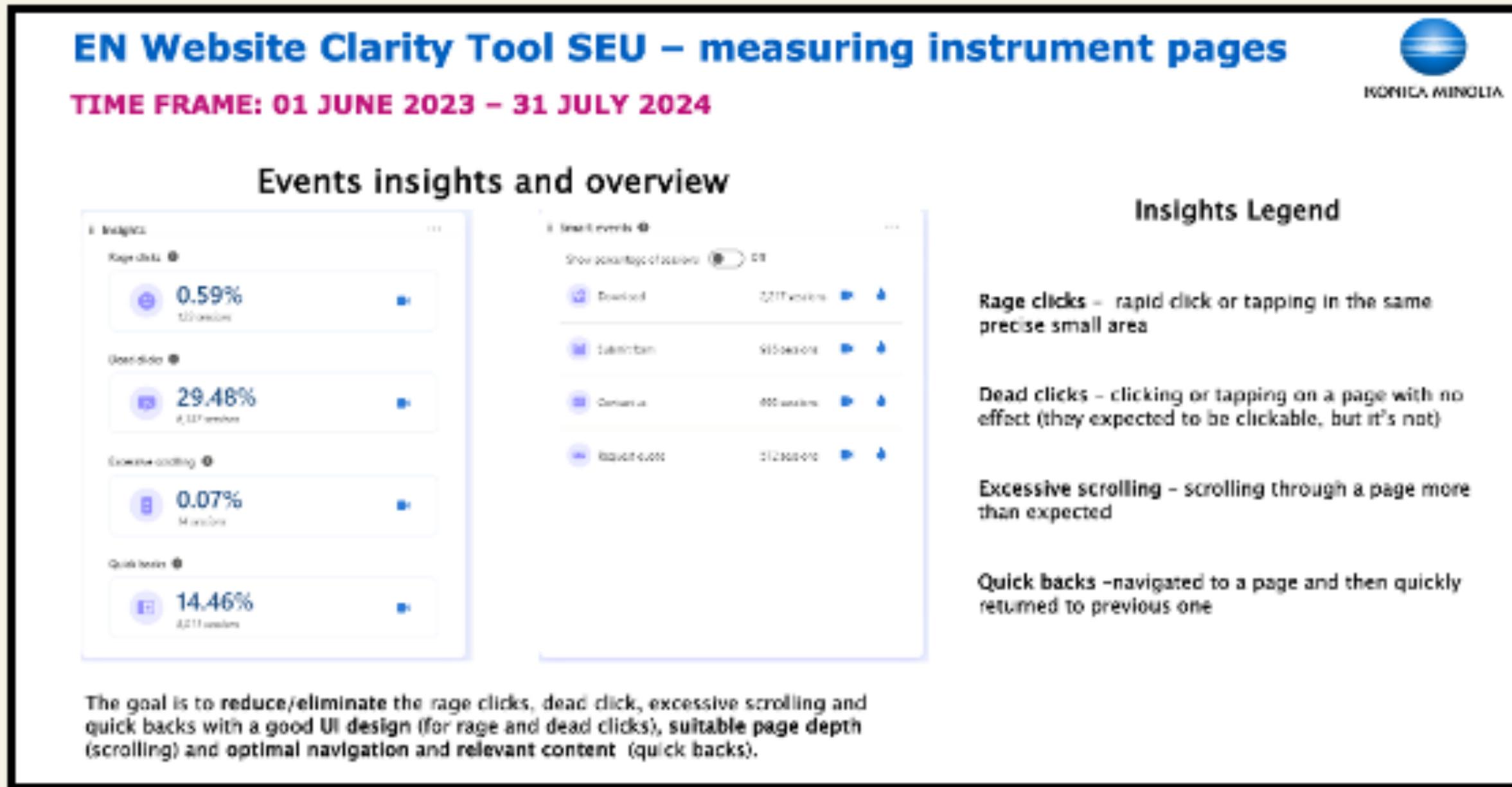


Image 37. Event insights and overview

Redevelopment Website Audit & UX Architecture Overhaul (GA4 + Microsoft Clarity)

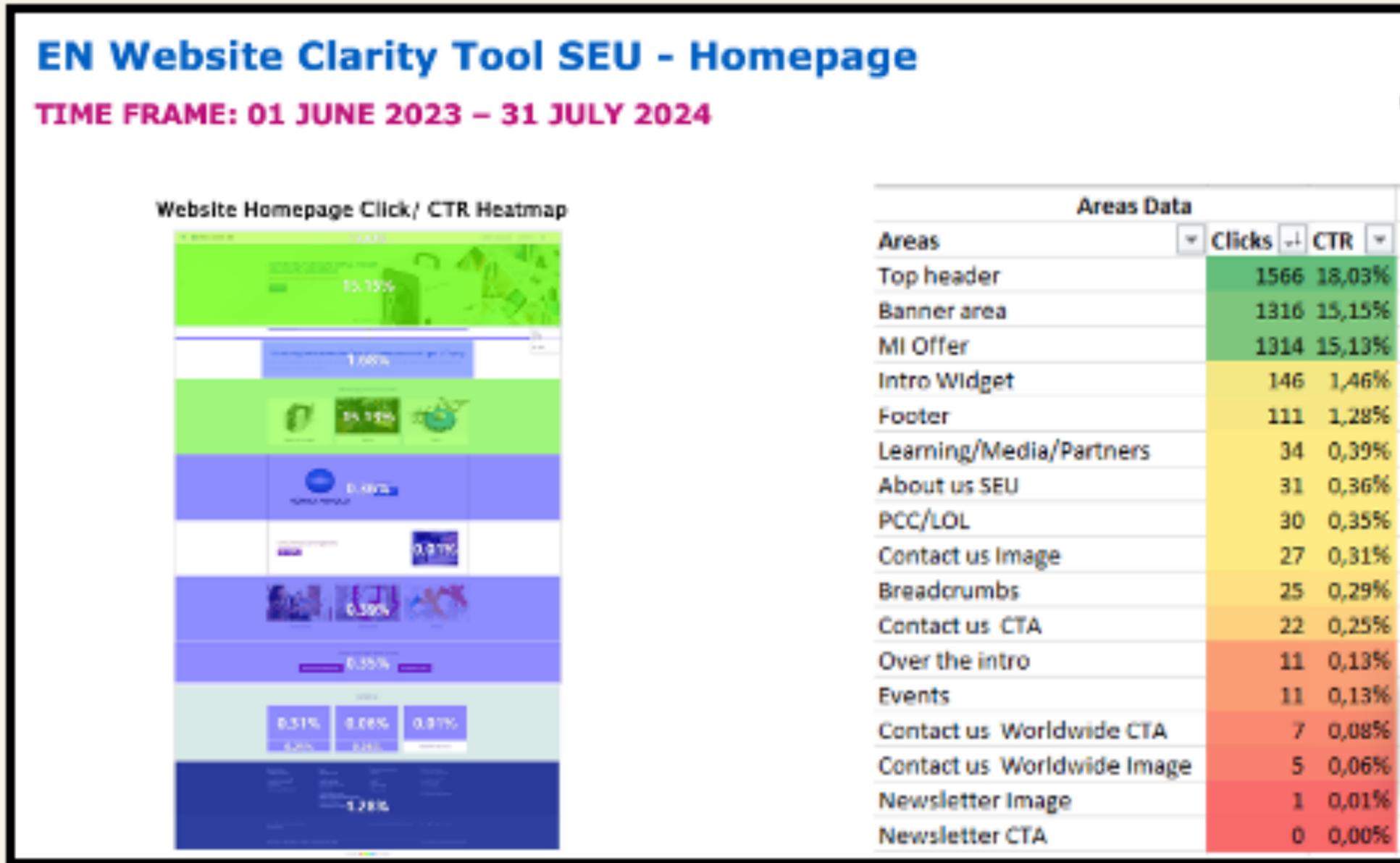


Image 38. Click/CTR Heatmap

Redevelopment Website Audit & UX Architecture Overhaul (GA4 + Microsoft Clarity)

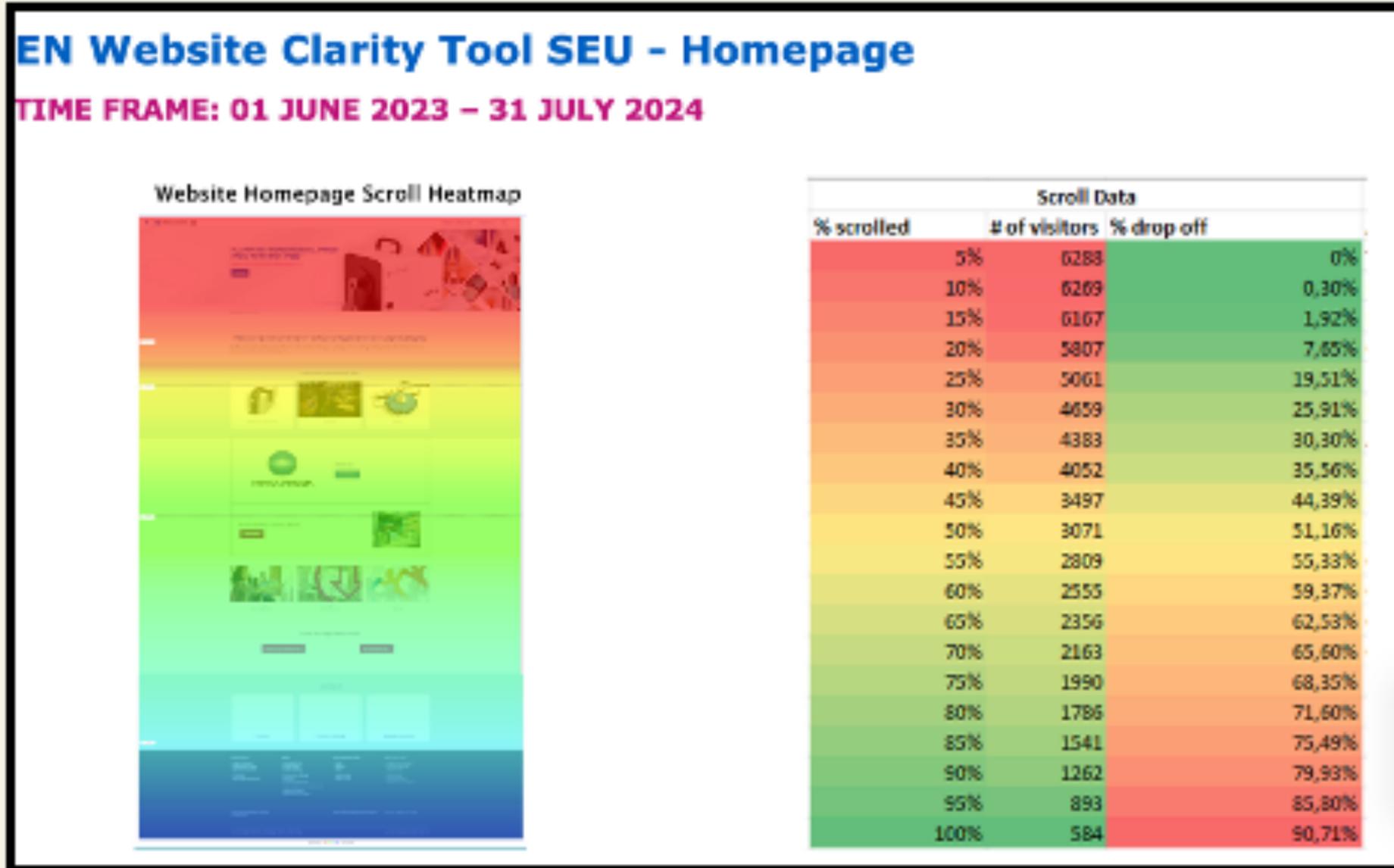


Image 39. Scroll Heatmap

Post-Redevelopment Website Audit & UX Architecture Overhaul (GA4 + Microsoft Clarity)



Image 40. Website Architecture

Project: Content Creation Strategy for Product and Industry Marketing

Duration: December 2023 - June 2024

I spearheaded the development and execution of a content creation strategy that combined insights from Product Managers, academic research, and sales materials.

Over the course of six months, I produced **37 SEO-optimised articles (154 pages)** covering product features, industry solutions, and educational articles. These articles were designed to communicate the technical benefits of products while ensuring alignment with SEO best practices for enhanced online visibility.

In addition to articles, I created **5 Sales Success Stories**, which highlighted how the products helped solve real-world customer challenges, providing valuable assets for the sales team.

This content helped establish the company as a trusted industry authority, supported lead generation, and provided actionable insights for both internal teams and customers.

Content Creation Strategy for Product and Industry Marketing

Key aspects of my strategy included:

- **Collaborating with Product Managers and Sales** to extract key product insights focused on benefits
- **Conducting research** from academic articles and sales guides to enrich content
- **Optimising for SEO** to improve content visibility and drive organic traffic
- **Strategic content planning** to ensure timely and relevant publication aligned with marketing objectives

To illustrate the breadth of my content writing skills, I've highlighted five representative pages:

- 2 snapshots from product pages: CM-25cG and CM-36 series spectrophotometer
- 3 snapshots from industry related pages: FAQ Automotive exterior; Quality control in Beverage Production, and Colour management in Beverage Production

Content Creation Strategy for Product and Industry Marketing

The CM-25cG Handheld Portable Spectrophotometer

The CM-25cG is a compact and lightweight portable spectrophotometer. The technical features of this spectrophotometer are optimal for various industrial applications, specifically in the automotive industry.

What benefits can you derive from the CM-25cG features?

One of the features of the CM-25cG is its portable handheld aspect. Thanks to this feature, it makes it easier to carry it for an on-site inspection or at a laboratory. Moreover, it makes measuring samples accessible, providing a non-destructive sample control.

It can measure colour in wavelengths between 360 and 740 nm, encompassing the visible light spectrum and the UV range.

Furthermore, through its integrated 60° Gloss Sensor, you can simultaneously measure colour and gloss. Making the measuring instrument time- and cost-effective.

This portable spectrophotometer provides users with close measurement tolerances. Thus, you can exchange absolute data in the supply chain between laboratories, plants, and customers.

A unique aspect of the CM-25cG is its 45°c:0° Geometry. The 45°c:0° Geometry provides an excluded specular component (SCE) or 45-degree normal light. Multiple rays illuminate at a 45-degree angle at different rotations from a circumferential (C) geometry construction. This type of geometry is the closest to a near-annular geometry.

Through the SCE, you can observe the difference between colour and gloss. Moreover, this geometry has a better correlation for visual assessment.

Implementing the benefits of the CM-25cG in various industrial applications

Its technical capabilities make the CM-25cG spectrophotometer an optimal measuring instrument for the automotive industry. Through its close tolerance, you can communicate the measurement data standards from the OEMs through the whole Tiers and supply chain.

Its 45°c:0° geometry provides a higher quality for visual assessments. Moreover, its gloss measurement capability enhances your colour, aspect, and gloss measuring effectiveness.

These technical benefits make the colour measurement instrument suitable for the following automotive applications:

- interior trims
- automotive interiors parts
- automotive exterior parts

Image 41. CM-25cG Spectrophotometer - snapshot

Content Creation Strategy for Product and Industry Marketing

FAQ: Automotive Exterior colour measurement issues

P: Complex automotive paint colour implementation, such as pearl colour, is increasing. Conventional instruments cannot accurately judge these complex applications in the automotive industry.

S: Because of its reflective properties, pearlescent paint measurement requires advanced measurement techniques. Through a multi-angle instrument, you can measure colour from multiple angles. Moreover, you can capture any appearance changes of the pearlescent effect.

Additionally, trained, and experienced professionals inspect the parts under various lighting conditions to ensure quality and consistency.

P: Traditional instruments cannot measure the closest places in two adjoining parts of vehicles

S: Car manufacturers require high quality, high precision, and tight tolerance for gaps and alignments between adjoining parts. Through advanced colour measurement instruments, you can measure these parts without any physical contact. They capture the data effectively and accurately on multiple material types, ensuring the standard is consistent.

Multi-angle and portable spectrophotometers are suitable for this purpose. Multi-angle devices analyse the colour from multiple angles under different light sources and viewing angle conditions. This makes it applicable for metallic and pearlescent paints. The portable devices analyse the colour and gloss of various parts and batches, ensuring consistency on the production line.

P: Curved parts measurement is increase because of design demand. However, the measurement results of curved parts are not stable.

S: Measuring curved parts with traditional measurement instruments does not provide stability. This is especially the case because of light reflection and sensor angle. However, advanced measurement instruments containing multi-angle features deliver accurate colour and gloss representation.

P: Small parts are difficult or impossible to measure. Traditional instruments do not have the ability to measure them accurately.

S: The conventional colour measurement instruments have a large aperture, making them unsuitable for small parts. However, specialized spectrophotometers offer a variety of apertures optimal for small parts measurement. Moreover, specific

Image 42. FAQ – Automotive Exterior snapshot

Content Creation Strategy for Product and Industry Marketing

The CM-36 series benchtop spectrophotometers

The CM-36 series are benchtop spectrophotometers that increase and ensure the quality control of standard tolerances when measuring colour. These colour measuring instruments have the capability of analysing both colour (CM-36d) and gloss (CM-36dG and CM-36dGV).

The high accuracy and performance (IIA – $\Delta E^*_{ab} \leq 0.12$ and repeatability $\Delta E^*_{ab} \leq 0.02$) of the CM-36dG and CM-36dGV makes them ideal for Quality Control (QC) or Computer Colour Matching (CCM) applications. For these applications the appearance quality of the product is critical.

Through their features you, as a manufacturer, and your end customer, can save costs, increasing your return on investment.

CM-36 series benchtop spectrophotometers' features and benefits

The benchtop spectrophotometers provide efficient measurements thanks to their larger measuring areas. Because of their design, they offer a safety and resistance feeling in the workplace.

Benchtops or stationary instruments often provide a higher accuracy and flexibility thanks to their larger apertures and a larger selection of aperture sizes. Furthermore, their ability to measure reflectance and transmission is a reason to choose a benchtop instrument over a portable device.

The CM-36 series are Machine in Field (MIF) solutions. Because of this, you can directly implement them in the field for colour and/or gloss measurements.

The series contain the d:8° Sphere Geometry, one of the most popular geometries outside the automotive industry. Its reflectance capabilities are optimal for opaque or thin material measurement.

The 36 series model are machine in field (MIF) solutions. Thanks for their technical capabilities and characteristics, they can be deployed directly in the field for colour and/or gloss measurements.

Through the wavelength analysis and adjustment (WAA), the CM-36 series automatically analyses and adjusts the wavelength calibration. Once you activate the WAA feature, you don't have to worry about short- or long-term changes, such as the room temperature change, device aging, or impact errors. They are automatically adjusted.

Image 43. . CM-36 Spectrophotometer snapshot

Content Creation Strategy for Product and Industry Marketing

Colour measurement instruments for beverage production

Colour consistency is one of the most challenging aspects of beverage production. However, there are several reasons why the beverages' colour is challenging to measure and control:

- the variety of natural ingredients (fruits, vegetables, etc.)
- the beverages range from translucent to opaque
- measuring without contaminating the liquid

Because of these challenges, beverage manufacturers require the selection of the optimal colour measurement instruments capable of providing accurate and consistent colour evaluations. Even with optimal devices, beverage manufacturers should invest in integrating various standardized procedures for:

- the container selection
- sample handling
- sample preparation
- instrument calibration
- and measurement techniques

This preparation ensures that the colour measurement device provides accurate and consistent measurements and assists in obtaining reliable data. With the gathered data, manufacturers can utilize it for evaluation, adjustment, quality control, or calculated decisions.

Enhancing Beverage Colour Quality Control and Consistency with colour measurement instruments

Apples lead to the development of three known types of produce:

- apple juice
- apple cider
- applesauce

Apple juice is a beverage of a light colour. However, it is mostly translucent, making it easier for light to pass through. Apple cider contains more pulp, making it opaque. It has similar properties to the orange juice or other fruit juices.

These beverages are not translucent, yet some light can pass through, giving them a luminous, shining quality. However, applesauce is an almost completely opaque product. Even though the main ingredient of these three products is apple the manner of measuring colour differs.

The transmittance mode of spectrophotometers is optimal for measuring translucent and transparent liquid samples. This is because of the liquids' translucent and transparent ability to let light pass through them. The process begins as the spectrophotometer's illuminant (light source) shines on the sample for evaluation. It measures the specific light wavelengths reflected off the sample, and the amount of each reflected wavelength.]

However, opaque liquids' optical properties do not completely allow light to pass through them. Thus, their measurement is suitable in reflectance mode, where the same process as above occurs.

Image 44. Measuring instruments for beverage industry - snapshot

Content Creation Strategy for Product and Industry Marketing

The quality control's role in beverage manufacturing processes

The beverage manufacturing industry provides a wide range of products, such as:

- soft drinks
- juices
- other non-alcoholic drinks
- alcoholic drinks

For a successful beverage manufacturing process, companies go through the following stages, depending on the type of beverage:

1. The ingredient selection and quality assurance process

This step requires the careful selection of quality ingredients and additivesⁱ. However, the process of ingredients selection depends on the type of beverage. The most common ingredients are:

- **Fresh fruits:** The crops are in the factory's vicinity to ensure the fruits' freshness. By doing so, the processing of fruits can begin directly after the harvest. This is not the case for all fruits. Some fruits can resist transportation and storage for a longer time.
- **Water** is the essential raw material for beverage production. For high purity and safety consumption, the water goes through water treatment technology to provide pure water. If not, the beverages will be cloudy or contaminated, making them unsafe for consumption.

- Carbonated products represent a considerable percentage of the world beverage market share. This makes carbon dioxide one of the most pivotal ingredients in the beverage industry. Adding carbon dioxide to soft drinks gives a sparkling sensation while acting as a moderate preservative.

- Another essential ingredient for the beverage manufacturing of soft drinks is sugar. The purpose of sugar is to provide flavour and balanced acidityⁱⁱ.

Manufacturers collaborate with various trusted suppliers to obtain sugar. Then sugar undergoes a strict purification process to remove unwanted or harmful impurities or microbesⁱⁱⁱ.

- Besides sugar, most soft drinks contain various artificial aromas to enhance the taste and create a pleasant feeling. Even though there are two types of flavourings, industrial-grade and food-grade, only food-grade flavouring is optimal. Industrial flavouring contains impurities, which are harmful for consumption^{iv}.

Additionally, natural colorants deliver an authentic and appealing look and feel. Synthetic colorants, however, could appear excessively vivid^v.

- Preservatives are another ingredient for soft drinks. Their addition prevents the microbial development, the spoilage of beverages, while enhancing the products' taste. Additionally, preservatives aid manufacturers in meeting the increasing demands of customers regarding health^{vi}.

Image 45. Beverage manufacturing color quality - snapshot

Project: Lead Segmentation & Outreach Workflow Design in Apollo.io

Duration: February 2024 - May 2024

Developed a full-funnel B2B lead segmentation and outreach system from scratch using Apollo.io. This initiative aligned sales outreach with the buyer journey and audience relevance, driving higher personalisation and engagement.

Key contributions included:

- **Strategic Segmentation Models:** Built two segmentation frameworks—one based on lead priority (VIP, Medium, Low) and another on Awareness, Knowledge, and Experience (AKE) to tailor messaging depth and cadence to each stage of prospect maturity
- **Multi-Step Outreach Sequences:** Designed and implemented 7 automated email and call sequences adapted to each segment's role, buying intent, and behaviour—including A/B-tested paths for VIPs and high-value accounts.
- **Script & Messaging Development:** Created personalised email templates and cold call scripts, incorporating psychological triggers and value-driven messaging. Sequences included touch points across email, LinkedIn, telephone, and follow-up content delivery
- **Sales Enablement:** Supported business development teams by providing strategic outreach logic and operationalising it within Apollo.io—making it scalable, repeatable, and aligned with CRM data

Lead Segmentation & Outreach Workflow Design in Apollo.io

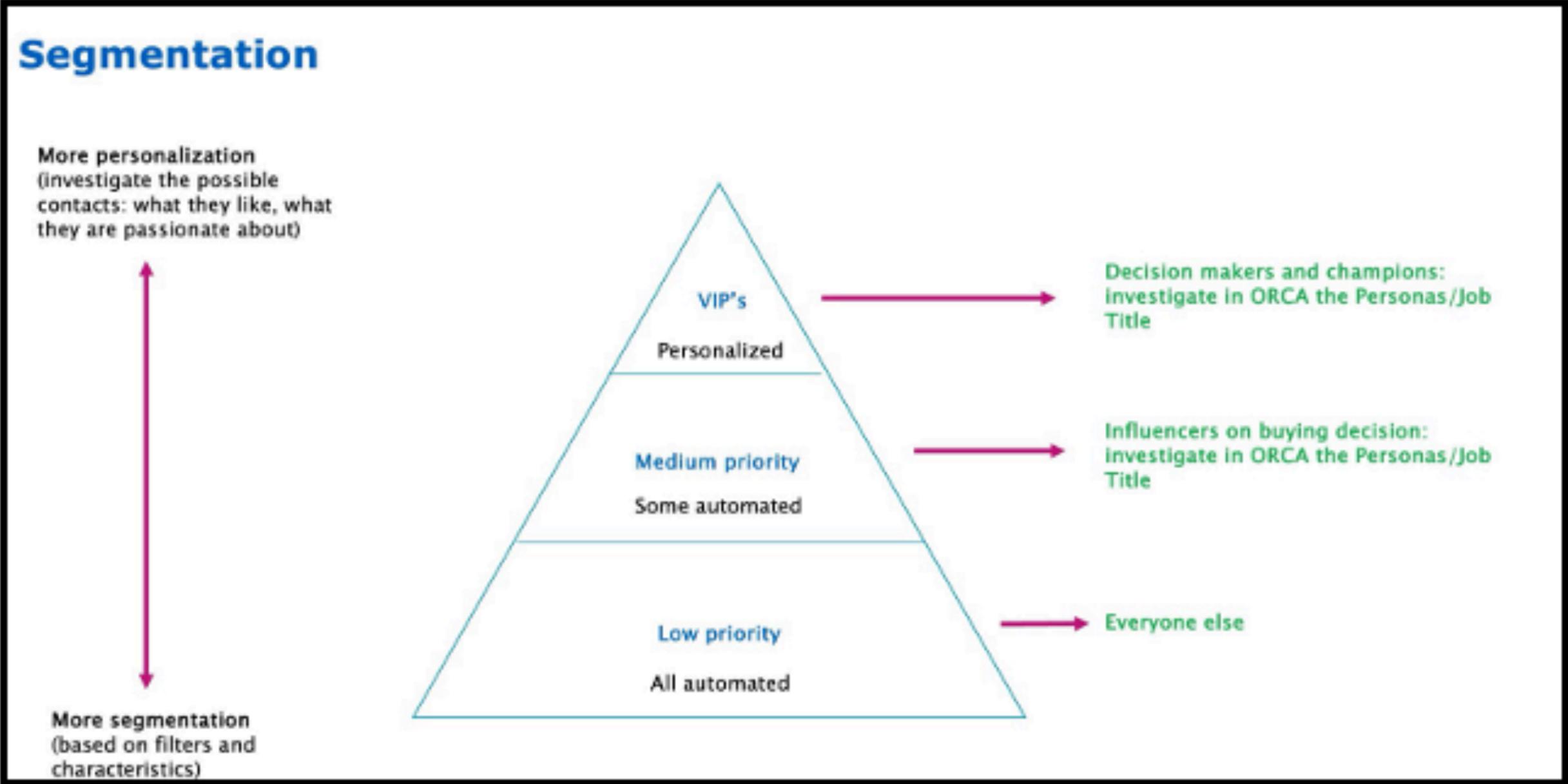


Image 46. Apollo segmentation

Lead Segmentation & Outreach Workflow Design in Apollo.io

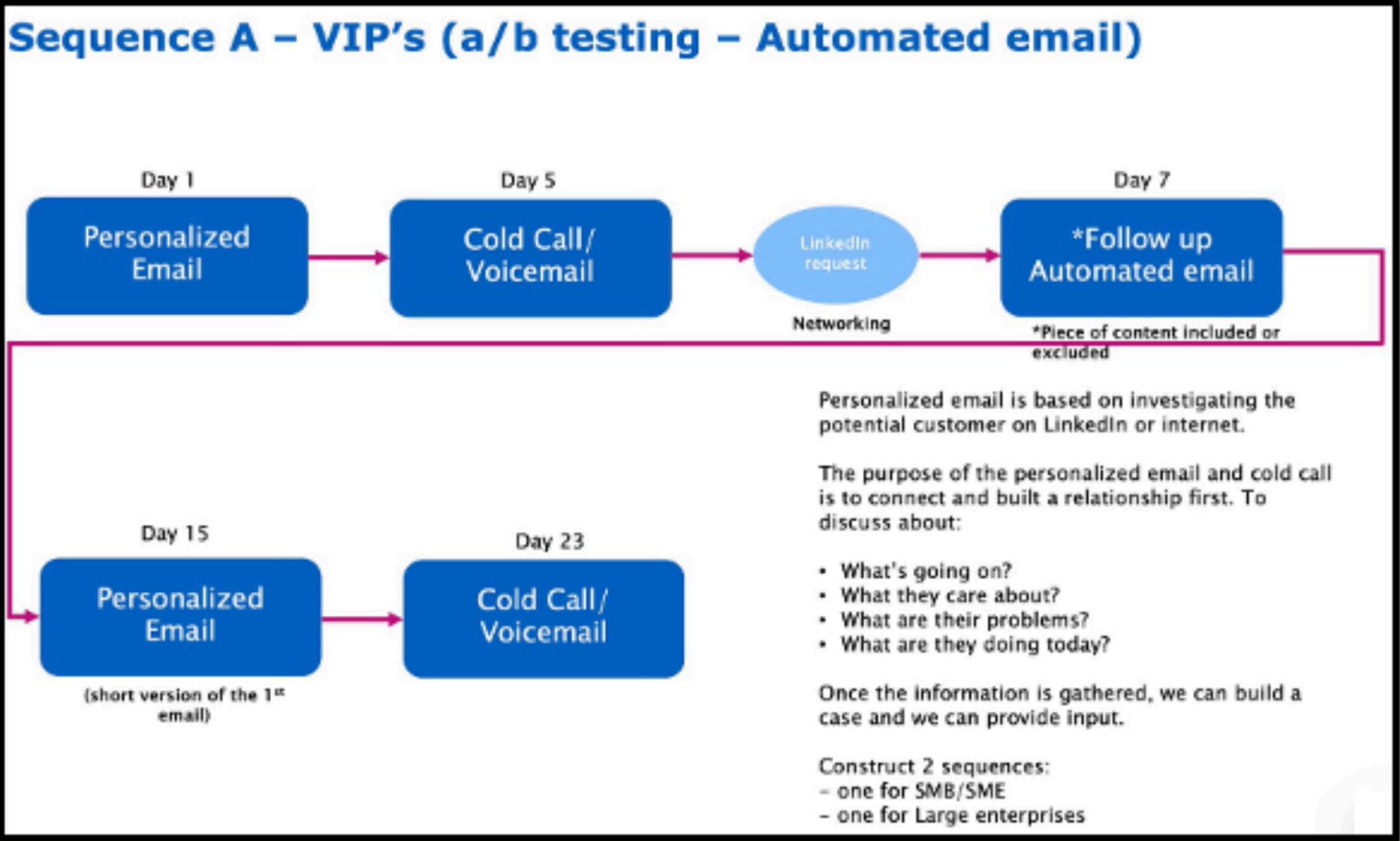
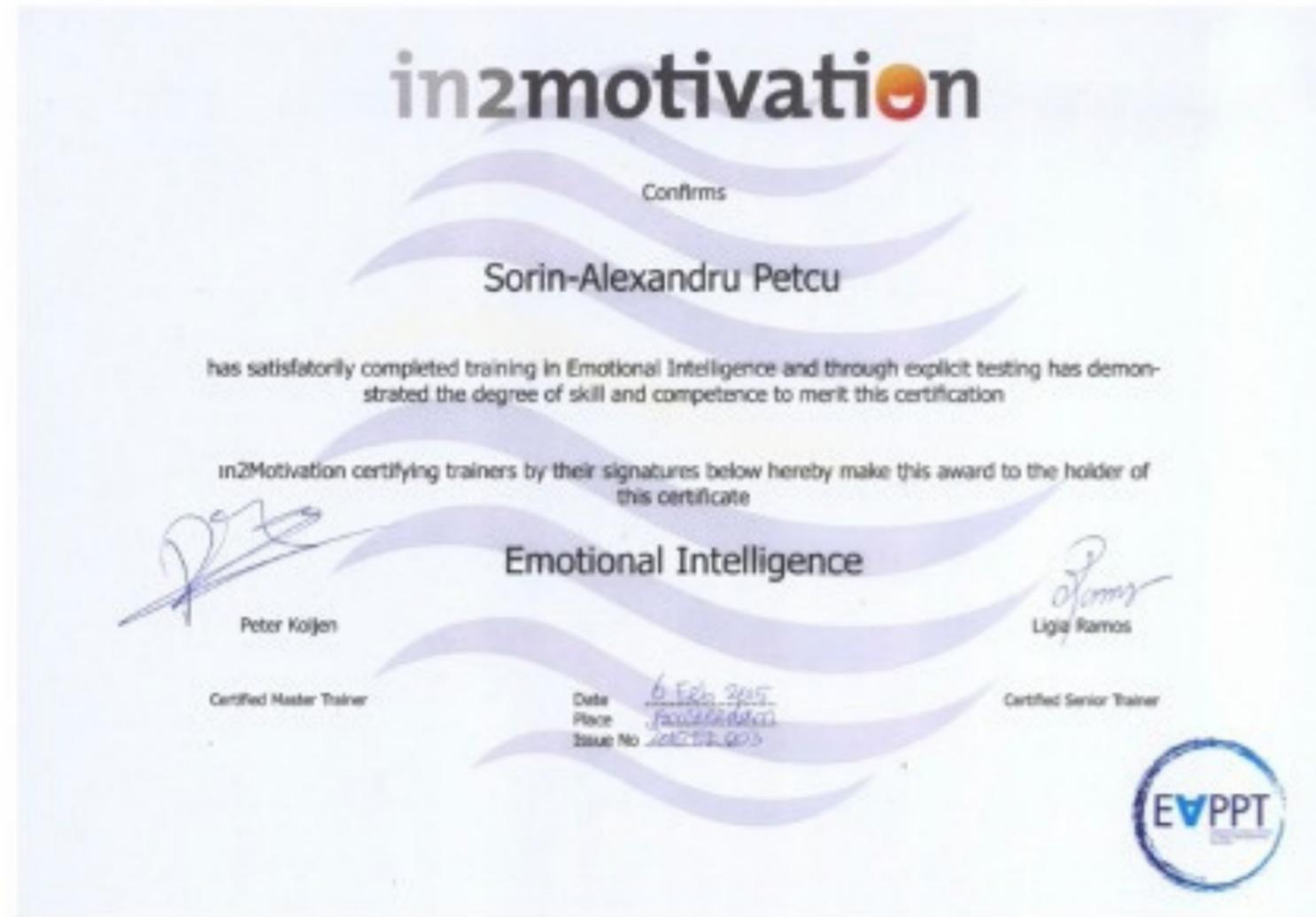


Image 47. Apollo – sequence example

Certificates



Certificates

in2motivation

Confirms

Sorin-Alexandru Petcu

has satisfactorily completed training in Public Speaking and through explicit testing has demonstrated the degree of skill and competence to merit this certification

In2Motivation certifying trainers by their signatures below hereby make this award to the holder of this certificate


Peter Koijen

Certified Master Trainer

Public Speaker


Ligia Ramos

Certified Senior Trainer

Date 31 jan 2015
Place Amsterdam
Issue No 2015.PS.02

in2motivation

Professional diplomas and endorsements



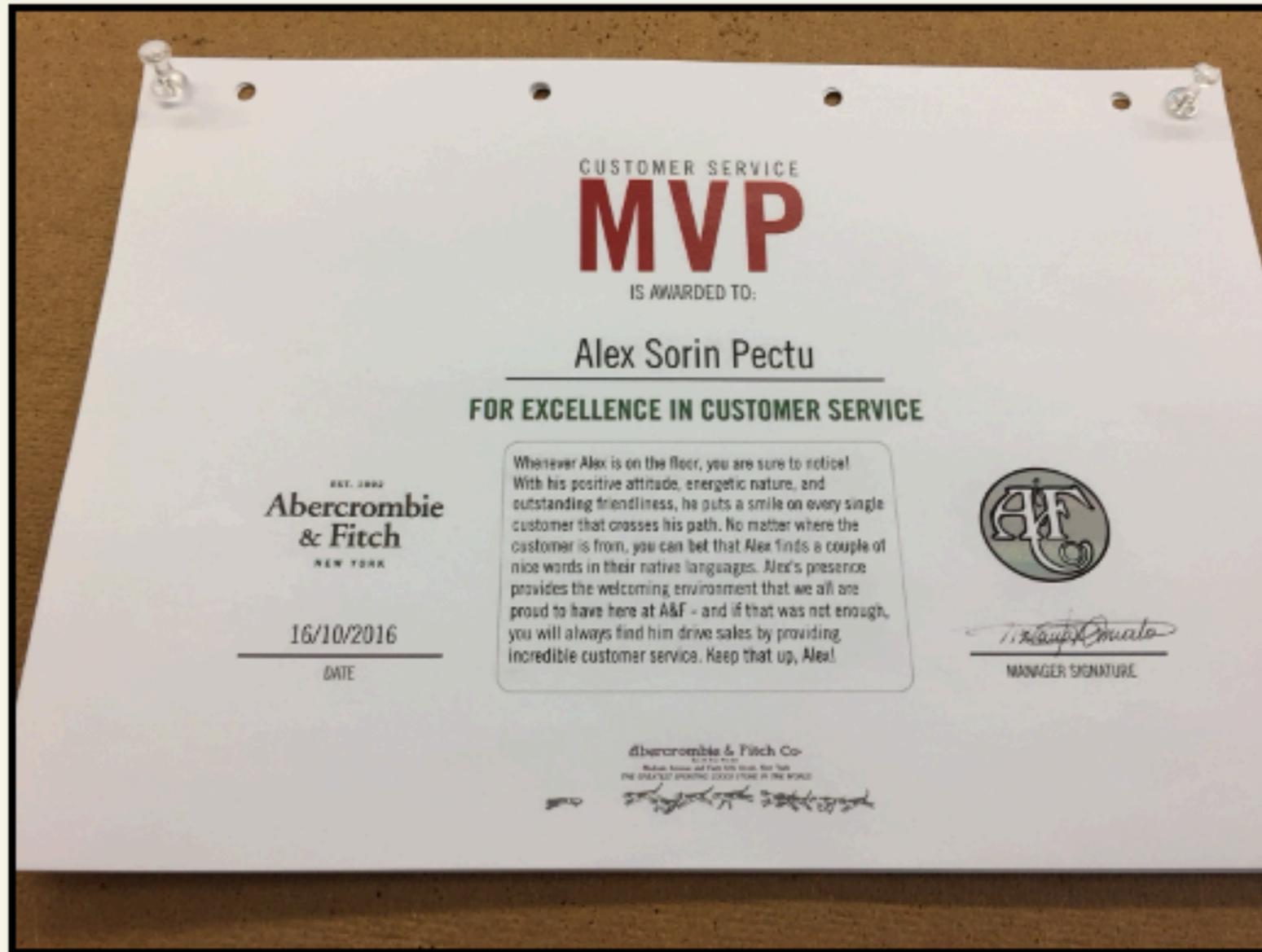
**Company: Room-mate Aitana Hotel
Amsterdam**

Referred by: Emily Hartong

Position referral: Reception Manager

Role: Receptionist

Professional diplomas and endorsements



**Company: Abercrombie & Fitch
Amsterdam**

Referred by: Tiziana D'Amato

Position referral: Store Manager

Role: Brand representative



KONICA MINOLTA

Mr. Alex Petcu
Hoogravenseweg 94-b
3523 TN Utrecht

Nieuwegein, 30th June 2025

Job reference

To whom it may concern

Mr. Alex Petcu, born on 02 December 1989 has been working at the headquarter office of Konica Minolta Sensing Europe B.V. from 1 October 2022 until 1 July 2025 as **Webmaster / SEO Specialist / Content Writer / Digital Marketer** as member of the European marketing team. He collaborated with the members of the Marketing Team and the Graphic design team.

The areas of work and responsibilities of Alex included:

- Managing the websites in EN / IT / NL / SE / TR ensuring functionality and efficiency of the websites in terms of performance and content update (Kentico, ContentStack)
- Analysing the performance of the websites to implement on-page, off-page and technical SEO (Ryte, Semrush, AnswerThePublic, GA4, Search Console)
- Analysing the competitors' websites for benchmarking (Semrush)
- Coordinating communication with the website agency and within the group
- Developing new content adapted for the right support, including comprehensive product benefit content (website, SEO, SEA, SNS)
- Developing the SEA strategy in EN / DE / PL / FR on Google Ads
- Creating and sending electronic newsletters in MA tool (Microsoft Dynamics Marketing)
- Organizing and hosting webinars (Microsoft Dynamics Marketing Teams webinar)
- Promoting digital campaigns on LinkedIn Company page
- Creating surveys (customers and internal) (Microsoft Forms)
- Overseeing the migration of four websites (IT / NL / SE / TR) from TYPO3 CMS to Kentico CMS, ensuring seamless transitions
- Providing valuable insights and expertise to the Marketing Team regarding SEO strategies, Analytics and LinkedIn Ads, contributing to the overall success of digital marketing initiatives
- Demonstrating leadership and initiative by organizing and delivering training sessions for sales teams, and implementing solutions such as Kompass, Apollo and Demandbase to enhance brand awareness and lead generation efforts

Giving Shape to Ideas

Konica Minolta Sensing Europe B.V.
Marconibaan 57, 3439 MR Nieuwegein
Tel. +31 (0)30-248-1200 Fax +31 (0)30 248-1280

www.konicaminolta.eu info.sensing@seu.konicaminolta.eu



KONICA MINOLTA

Alex has an eagerness to learn and grow professional. Thanks to his knowledge, he supported on technical projects such as SEO, SEA and GA4 analytics. Both his analytical perspective and creative mindset were supporting him in a wide range of tasks. Alex showed leadership and initiative by providing inputs to improve the website design and usability. Alex's combination of technical acumen, strategic visions, and collaborative spirit has made a significant impact to the organization.

We recommend Alex for any position in digital marketing or web management, as his skills and dedication are an asset to any organization, and would provide further information upon request.

We wish Alex all the best for his professional future and thank him for his work.

Konica Minolta Sensing Europe B.V.
Headquarter Netherlands

Nina Monceaux
European Marketing Manager

Giving Shape to Ideas

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CERTIFICADO APROVECHAMIENTO DE PRÁCTICAS

El departamento de Recursos Humanos de Grupo SATOCAN

CERTIFICA:

Que **Sorin Alexandru Petcu**, estudiante de **INHOLLAND UNIVERSITY OF APPLIED SCIENCES**, Especialidad **MARKETING, TOURISM AND LEISURE MANAGEMENT**, ha realizado prácticas de empresa en **SALOBRE GOLF HOTELES S,A.** con CIF A-35610666 en el periodo comprendido entre el **01.09.2015 de y el 30.01.2016.**

Durante el periodo reseñado, Don. Petcu ha formado parte del Departamento de **VENTAS 6 MARKETING** desempeñado de forma satisfactoria todos los cometidos encomendados y adaptándose al equipo de trabajo.

Entre otras, Don. Petcu ha realizado las siguientes tareas:

- Apoyo y gestión de redes sociales
- Benchmarking y analítica
- Encuestas de satisfacción y su análisis
- Informe y estudio de previsiones de ocupación
- Informes comerciales varios semanales, mensuales.
- Manejo de PMS (Newhotel y Opera)

Para su futuro le deseamos los mejores éxitos,

En Las Palmas de GC a 31 de Enero de 2016

Dpto. RRHH



Tutor prácticas

Alumno en prácticas

Customer and service endorsements

Customer Endorsements Reflecting Key Strengths:

- **Professionalism**
- **Authentic hospitaliy**
- **Trust building**
- **Cultural intelligence**
- **Initiative & Ownership**
- **Empathy and Emotional Intelligence**
- **Problem-Solving mindset**
- **Going the extra mile**

(Selected full reviews follow below — unedited, timestamped, and sourced for transparency.)

FW: Information on your upcoming stay at hotel Seven one Seven in Amsterdam

Brita Röhl <b.rohl@717hotel.nl>

Thu 6/20/2019 10:42 AM

To: Alex Petcu <alex_petcu@hotmail.com>

Goeden morgen Alex,

Top gedaan.

Met vriendelijke groet, Kind Regards,

Brita Röhl – General Manager



Hotel Seven one Seven
Prinsengracht 717
1017 JW Amsterdam

T: +31 20 4270717

F: +31 20 4230717

www.717hotel.nl



Van: Val <val703@telus.net>

Verzonden: woensdag 19 juni 2019 23:20

Aan: Hotel Seven one Seven <info@717hotel.nl>

Onderwerp: Re: Information on your upcoming stay at hotel Seven one Seven in Amsterdam

Hello Hotel Seven One Seven!

Thank you for your informative email, and I'm really looking forward to my stay at your beautiful hotel. First of all, I'd like to thank your reservations manager, Alex, for his professionalism and helpfulness during our telephone conversation on Saturday, June 8.

He accommodated my request and concerns, and confirmed my room reservation for the Mahler suite which I greatly appreciated.

He also offered assistance with any of the many exceptional services your hotel offers, as mentioned in your email, and I'll be contacting you shortly to advise.

I arrive around 12:00 noon on Friday, July 19, and am greatly looking forward to my stay at your lovely hotel, and enjoying all of the beautiful sights, and city highlights in Amsterdam.

Best Regards,

Valerie

SEVEN
o n e
SEVEN

20 June 2019

Dear Alex,

Thank you for your very kind assistance during our stay this week. You were helpful and always ready for us. You made us feel like part of the Seven one Seven family.

Thank you and best wishes,

The Steve Jones Family

John

Steve

Mark

Ellie Jones

TripAdvisor

Spanish / 11 Apr. 2018

5.0/5 100%

Amazing!

Ale H

La habitación tenía vistas increíbles al río, una bañera hermosa y súper cómoda la cama, los amenities están súper bonitos y huelen delicioso, los chicos de recepción sobre todo Alex fueron mega atentos, nos ayudó en todo lo que necesitamos y fue muy muy agradable su trato, esta a 10 min caminando de la estación central y 10-15 de downtown. Súper recomendado!

Bookings07 Apr 2018

9.6/1096%

Aitana

Alejandra from Spain

Positive: Los recepcionistas que nos recibieron Alex y Christian fueron increíbles con nosotros, Alex nos ayudó durante da nuestra estadía y la habitación tenía una vista excelente, amenities cool, la bañera gigante y cama deliciosa!. Negative: Me hubiera gustado que hubiera más restaurantes, bares o coffee shops en el area.

TripAdvisor

Spanish / 25 Mar. 2018

5.0/5 100%

La mejor dirección

aliciabernardo

Estuve alojada con mi marido 4 dias en este fabuloso hotel. Nos dieron una habitación preciosa con vistas a la ciudad (nunca he dormido mejor que en esa cama, y eso que tengo fuertes dolores de espalda) Nos sorprendió muchísimo la presencia de la dirección del hotel a diario en las zonas comunes. Fuimos saludados cada día por Sofia (Duty Manager) durante el desayuno, en la recepción... esto es una muestra del servicio que hace distinto Room Mate. Nos hizo sentir que estaban realmente preocupados

por que tuvieramos una estancia perfecta. Y así fue. Nuestras felicitaciones al Sr. Sarasola por crear este concepto donde nos encontramos tan a gusto. Gracias también a Alex, Gulden y Monica de recepcion. Volveremos sin ninguna duda!

Booking

English / 22 Mar. 2018

10.0/10 100%

Hotel location is perfect. Alex who checked us is was super helpful and nice. We had a great time.

Julio

Positive: Location and room. Negative: View.

Expedia

English / 31 Jan. 2018

5.0/5 100%

Gotta Stay Here, It's Excellent!!!

Edson

Since my arrival to my departure everything was just great. To start with I was granted early check in and I can't thank you the gentlemen that made that possible, one of the gentleman's name is Marco from Brazil and his colleague (I forgot his name) also great. Hours later Alex provided me with a different room since the first room I got was an accessible one, and the second room couldn't be greater, it was beautiful, clean with a fantastic view. Even though I let him know it wasn't necessary, Alex was professional and went above and beyond by helping me move my stuff to the new room and staying with me until the whole process was done. From then on, every time I approached the desk I was always greeted with smiles and warmths greeting by Alex, Marco and everyone else. I really appreciated my stay there and definitely I make this place officially my spot every time I ever been in Amsterdam again. As a matter of fact, my co-

work is heading to Amsterdam end of February and because of my great experience he already booked and is staying at the Room Mate Aitana. Thank you guys! Pros: Pretty much everything, but staff was SUPERB! Cons: Even though I didn't need it, complimentary late check out can be sometimes very helpful. And I know hotel offers late check out with a little fee. Location: Very well situated, 10 minutes walk from Central Station where you can get a bus or tram or train pretty much to everywhere in Amsterdam.

Booking

English / 31 Jan. 2018

10.0/10 100%

Incredible stay!

Lianne

Positive: Everything. The service was amazing, especially Alex at reception. We recently got engaged and they upgraded our room and provided prosecco what a surprise! The views over the city were incredible. What an amazing experience.

TripAdvisor

English / 10 Jan. 2018

5.0/5 100%

Nice Hotel with Best Services & Location

Yan Riza B

We booked family room for 2 adults and 2 kids for 3 nights. Check in process is very simple and fast. The front office staffs is very friendly, polite, communicative and very helpfull. Special thanks to Adel, Alex, Marco, Rafael and Raquel. Two thumbs up for them as served the guest with heart. My wife leave her camera in lobby and once I back to lobby the camera already kept by Alex and Marco. The hotel is new around 3 years with good maintenance. All looks like still new. Modern design for room. Family room is big

enough. The bath room is very clean with complete amenities. The view from our room is very fantastic. View to city and river. We can see modern boats from our room and also from restaurant. Good location so easy come easy go. Just 5 minutes walking distance to Amsterdam Centraal, station for bus, tram and train. 10 minutes to Damrak and 15 minutes Dam Square. Both are popular area in down town. Nice to take some pictures nearby hotel. We are traveling to 5 country in europe and Aitana is the best that we had. Will stay again once we visit Amsterdam.

TripAdvisor

English / 01 Jan. 2018

5.0/5 100%

Excellent Christmas break

JKDec52

Stayed for 4 nights over Christmas in a corner suite with superb views up the river Ij. The hotel is as you would expect of a Room Mate hotel-classy, comfortable, quirky, well appointed and run by the most friendly and efficient staff. You do definitely have an experience as opposed to just booking into a hotel room. We arrived early from the airport and yet happily were able to be checked in to our room, with the lovely Alex from Bucharest. Every other member of staff we encountered from then on was on the same level of professionalism but so charming, they really do not seem like hotel staff but rather your hosts at a private gathering. The duty manager chatting at the tables over breakfast on Christmas day was a lovely touch (when she left us my husband asked if I knew her!!!). Our suite was gorgeous with all the usual RM touches like the best mini bar ever, proper coffee, useable toiletries, fabulous bedding..... The bar was achingly cool but also strangely comfortable and cosy with great unobtrusive music. Breakfast buffet was extensive with a chef also on hand to prepare

freshly cooked eggs and presumably anything else you required or requested. Cant wait to come back. Might have to be a Christmas tradition.

TripAdvisor

English / 30 Dec. 2017

4.0/5 80%

Welcome

Raffaele R

Nice recent hotel, good position (20 minutes walking to Dam Square). Beautiful room, specially if you stay at high up floors where you can have a beautiful view. Very good hospitality (see the picture!) and i like to special thanks to Gulten and Alex (in training :) from the reception for their special care! Just one criticism regarding the breakfast, 21€ per person/day it seems honestly too much, fortunately in front of the hotel (10 meters) there is a Bagels and Beans cafe where you can have a very good breakfast with beautiful view on the canal at half of that price.

TripAdvisor

English / 20 Dec. 2017

5.0/5 100%

Amazing Views, Great Location and Excellent Service!

Todor V

Cleanliness	5.0 / 5	
Value	5.0 / 5	
Service	5.0 / 5	

I stayed at Room Mate Aitana for 3 nights in mid-December 2017 with my girlfriend. We had a lovely time in the hotel and in Amsterdam. The check-in was very quick and simple, which was great since we were traveling for a long time and wanted to get in to our room as quick as possible. Laura and Alex at the front desk were very polite and helpful. The room was perfect, quiet, cozy, clean and with an amazing view to the city. We had a lovely surprise in the room prepared for us and I want to thank Mr. Veken and Mr. Yasar for

that. The shower had a "rainfall" shower head, which was very enjoyable. The location is great, since it is 5min. walking distance from the Centraal Station in Amsterdam. From there, the center of Amsterdam starts and everything interesting is within walking distance. We only used the public transport when we were late for some tours, otherwise we walked everywhere, and it was lovely. I definitely would stay again at the hotel and I recommend it to any future travelers to Amsterdam!

Google

English / 17 Dec. 2017

5.0/5 100%

I stayed at Room Mate Aitana for 3...

MrTv231

I stayed at Room Mate Aitana for 3 nights in mid-December 2017 with my girlfriend. We had a lovely time in the hotel and in Amsterdam. The check-in was very quick and simple, which was great since we were traveling for a long time and wanted to get in to our room as quick as possible. Laura and Alex at the front desk were very polite and helpful. The room was perfect, quiet, cozy, clean and with an amazing view to the city. We had a lovely surprise in the room prepared for us and I want to thank Mr. Veken and Mr. Yasar for that. The shower had a "rainfall" shower head, which was very enjoyable. The location is great, since it is 5min. walking distance from the Centraal Station in Amsterdam. From there, the center of Amsterdam starts and everything interesting is within walking distance. We only used the public transport when we were late for some tours, otherwise we walked everywhere, and it was lovely. I definitely would stay again at the hotel and I recommend it to any future travelers to Amsterdam! - Todor V., Macedonia

Booking

Spanish / 13 Dec. 2017

6.7/10

67%

No superó mis expectativas.

Celestino

Positive: Diseño, personal atento, en especial Alex de recepción. Negative: Viernes 8/12 noche 20:00 hs, tormenta de nieve en el exterior, celebración de fiesta privada en el hotel y con tal motivo cancelan los servicios de restaurante y servicio de habitaciones de esa noche sin previo aviso. Tras mucho protestar y reclamar lo solucionaron con una ensalada Cesar de salmón, que por supuesto cobraron. Intolerable en un hotel de esta categoría y precio.

Booking

English / 18 Jun. 2018

9.2/10 92%

Alex at the reception was very...

Burçe

Positive: Alex at the reception was very welcoming and helpful. Thanks. We enjoyed staying at this hotel because our room was really clean, proper and had a nice view.

Expedia

English / 03 Jul. 2018

5.0/5 100%

Beautiful hotel

Tiffany

Beautiful hotel with beautiful views. 10 mins walk to Amsterdam Centre. All staff was amazing, friendly and helpful (especially Alex).

Booking

Arabic / 08 Jul. 2018

7.9/10 79%

أمستردام مدينة الحب

Ahmed

Positive: alex منطقة الفندق مريحة جدا السيد
متعاون. Negative: سعر غير شامل الافطار.

Booking

English / 14 Jul. 2018

10.0/10 100%

Wonderful hotel great location on an island on lake Ij a 10 min walk to Central Station.

Booking.com User

Positive: Alex who checked us in at reception was warm and funny and very welcoming. The room a twin with queen

beds on the 6 th floor was spacious v comfortable and spotless. All the staff were super friendly and relaxed and helpful. We will recommend it to our family and friends!.
Negative: Nothing.

Booking

English / 31 Aug. 2018

7.5/10 75%

Thanks to Mr. Alex for a great welcoming

Abdulla

Positive: The room was very clean and nice resorption staffs. Negative: Two times housekeeping entered the room without a permission or without waiting a little.

Booking

English / 10 Sep. 2018

8.3/10 83%

Abdullah Alayadhi's Review

Abdullah

Positive: 1- Location: Nice location, walking only 7 minutes away or less to Amsterdam Centraal. If you want to use the Bus rather, you can take the bus number 48 which goes to and comes from Amsterdam Centraal. Also, the area is really quiet and somehow fancy in comparison to Dam square and other areas in the city (10 points). 2- Staff: Respectful and friendly staff and janitors, especially Mr. Alex who assisted me a lot in discovering new attractions in Amsterdam and how to move around the city (10 points). 3- Cleanliness & Quietness: I don't really know the exact year when this hotel was established, but you can tell that this place is sparkly clean as well as rooms and hallways are quiet (10 points). 4- Room Size & View: The size of the rooms are very decent as I got a nice room with a fabulous view across

the bay. (10 points). 5- Amenities: If you are curious about the fitness, bear in mind that this hotel has gym that is a bit small and has basic machines. Also, there is no swimming pool, jacuzzi, steam room, or souna (7.5 points). 6- Price: The price of the hotel is a bit high, but it's worth staying (8 points). 7- Service Level: One of the biggest things that I dislike is the room service as I call the reception to bring me some items such as a Tissue, Towel, or Adaptor, I had to call them many times again with far intervals so that they barely offer what have been requested (6.5 points). Overall, (8.8 points). Negative: One of the biggest things that I dislike is the room service as I call the reception to bring me some items such as a Tissue, Towel, or Adaptor, I had to call them many times again with far intervals so that they barely offer what have been requested (6.5 points).

Monday 18th

Dear Alex,

I want to thank you for your wonderful customer service skills. You looked after me very well and showed concern for my situation. Your hugs were just what I needed. 😊

My husband came out of hospital yesterday and we are flying home to Australia today.

Unfortunately, we didn't see very much of Amsterdam, but hope to come back again soon.

Thanks to you and all the team.

Chris
Room 608



Masatomo

To

 Petru Sorin-Alexandru

  Reply  Reply All  Forward  

Dear Nina-san and Alex-san,

This is nice work ! I really appreciate you.

From my perceptions, this is general feedback from customer but I fully agree on your idea that we create better contents customer can understand the benefits based on ROI.

Masatomo

- website lead generation improvement



Stanislav

To  Petcu, Sorin-Alexandru
Cc



Dear Alex,

every support from your and Nina's side that would make us more visible for potential prospects is highly appreciated!

Let us proceed with Google ads as soon as possible. Pavla and I believe that this initiative may generate tangible results within a reasonable time frame. Later on, we may also try LinkedIn and/or Kompass. That all also depends, of course, on the budget that we can afford to spend here. Can you please give me an idea how expensive your plan might become?

We will be more than happy to provide our input during the intended meetings (on-line) and look forward to experiencing any progress soon.
Thank you & Best regards,

Stan

Today

Tino

TK

Hi Nina, I hope you are fine!?

Just wanted to let you know that Alex was a great addition to the migration project! From our perspective he did a fantastic job in coordinating all the tasks and preparing content and redirects! Also his help at [redacted] integration in the new CMS is much appreciated!

Merry Christmas and a Happy New Year to you and your loved ones!



1

3:10 PM

Hi Tino,

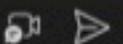
Thank you very much for your message and the update regarding Alex's contribution to the migration project.

I am happy to read that he was a great addition as without him, I do not think I would have been able to handle it.

Thanks also for your support and collaboration.

I wish you a Merry Christmas and Happy New Year too. Have a wonderful holiday season with your family and loved ones!

Type a message



Contact information

E-mail: alex_petcu@hotmail.com

LinkedIn: <https://www.linkedin.com/in/alex-petcu/>

Website: www.alexspetcu.com