

# Darius Ardelean

Lincolnwood, IL | Greater Chicago Area

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## Marketing & Customer Success Professional | Digital Strategy, CRM Optimization & Growth Enablement

**Strategic and results-driven marketing professional with 8 years of experience leading digital initiatives, customer engagement, and CRM-driven growth for brands in aviation, technology, and real estate. Skilled at bridging creative strategy with analytical execution to improve customer journeys, optimize platforms, and deliver measurable ROI. Experienced in managing lifecycle campaigns, digital channel optimization, and cross-functional collaboration with sales, operations, and executive teams. Proficient in HubSpot, Salesforce, Marketo, and analytics ecosystems, with a proven ability to translate data into insight and insight into customer success.**

### Technical Skills

Salesforce CRM | HubSpot | Marketo | LinkedIn Campaign Manager | Data Analysis & Reporting Platforms | Google Analytics (GA4) | Google Tag Manager | SEO / SEM Tools | Adobe Creative Suite | Paid Media Platforms (Google Ads, Meta Ads Manager) | Microsoft Office Suite

### Areas of Expertise

Digital & Lifecycle Marketing Strategy | Customer Success & Relationship Management | Demand Generation & Campaign Optimization | Conversion Rate Optimization (CRO) | CRM & Marketing Automation | Data-Driven Decision Making | Analytics & KPI Reporting | B2B SaaS Growth Enablement | Brand Development & Positioning | Cross-Functional Leadership | Event & Trade Show Marketing | Full-Funnel Customer Acquisition & Retention

### Professional Experience

#### Digital Marketing Specialist, Nov 2023 – Nov 2025

Unical Aviation – Glendale, AZ

*Lead digital strategy and brand transformation across multi-channel platforms to strengthen global presence, accelerate customer engagement, and drive qualified B2B and B2C leads. Oversee marketing initiatives that integrate CRM optimization, lifecycle automation, creative direction, and event marketing within data-driven frameworks. Partner cross-functionally with executive, sales, and product teams to align digital growth objectives with revenue performance.*

#### Key Highlights:

- Directed a complete website rebuild, migrating to HubSpot CRM and CMS, resulting in a significant traffic increase and improved engagement through optimized UX, SEO, and content design.
- Co-led the company-wide rebranding initiative, creating new visual identity, messaging architecture, and brand guidelines that modernized Unical's global market perception and unified communications.
- Coordinated and supported 50+ trade shows and industry events annually, overseeing planning, logistics, creative design, budget management, and lead follow-up campaigns, improving post-event engagement and pipeline visibility.
- Co-developed Unical's e-commerce platform in collaboration with partners at ILS (ilsmart.com), supporting product catalog management, A/B testing, and conversion-focused brand design, enabling stronger online customer adoption.
- Directed a full-funnel digital campaign strategy achieving 450K+ impressions, 10K+ engagements, and 2,300% audience growth, establishing consistent digital visibility and increasing lead generation by 15% year over year.
- Boosted social media following by 118% and engagement by 30% through lifecycle content refinement and targeted paid media campaigns.
- Partnered with executive and sales leadership to reduce CAC, improve funnel velocity, and deliver data-driven insights that influenced six-figure aircraft parts transactions.

#### Marketing Project Coordinator, Sept 2021 – Nov 2023

Max Restoration LLC – Glendale, AZ

*Spearheaded marketing and communication initiatives to strengthen brand visibility, optimize lead generation, and enhance customer engagement across restoration and construction service lines. Partnered with sales, operations, and leadership teams to integrate technology platforms, streamline communication, and drive full-funnel campaign efficiency.*

**Key Highlights:**

- Designed and deployed customer communication campaigns through automated email sequences, lifecycle workflows, and promotional updates that improved retention and post-service satisfaction.
- Managed and optimized lead ad generation across Google Ads, Facebook, and local market platforms, improving conversion rates and generating a consistent monthly flow of qualified leads.
- Supported the implementation of Buildertrend construction management software, collaborating with internal teams to enhance client communication, project tracking, estimating accuracy, and operational transparency.
- Delivered data-driven marketing reports that tracked campaign KPIs, lead sources, and customer conversion trends to inform leadership decisions and budget allocations.
- Improved coordination between marketing, project, and sales departments to ensure cohesive messaging, timely communication, and client satisfaction.
- Contributed to a 15% year-over-year increase in customer inquiries and conversions, directly supporting company growth and service expansion.

**Marketing & Creative Content Specialist, Jun 2020 – Aug 2021**

Interra Realty – Chicago, IL

*Developed and executed integrated marketing campaigns to promote commercial property listings and strengthen broker engagement. Collaborated with brokers, content creators, and leadership to craft data-informed strategies that enhanced brand visibility, storytelling, and customer engagement across multiple digital and traditional channels.*

**Key Highlights:**

- Led the launch of virtual marketing initiatives, introducing 3D property tours, video walkthroughs, and interactive listings that expanded buyer engagement and accelerated deal visibility.
- Designed and produced digital and print marketing materials, including brochures, property portfolios, and sales collateral, ensuring consistent branding and high visual impact.
- Improved digital engagement by 30% through enhanced storytelling, targeted content strategy, and coordinated web, social, and email campaigns.
- Supported execution of 20–40 campaigns monthly, maintaining brand integrity and optimizing marketing performance across paid and owned media.
- Strengthened broker-client communication through tailored creative assets that elevated listing visibility and reinforced buyer confidence.

**Advertising Media Strategist, Jan 2017 – Dec 2019**

North Park University – Chicago, IL

*Executed data-driven advertising and digital marketing campaigns to promote university programs, drive enrollment, and strengthen brand visibility. Collaborated with the marketing department and academic leadership to deliver innovative outreach strategies that connected with diverse audiences locally and abroad.*

**Key Highlights:**

- Led the Virtual Campaign for International Student Engagement, designing a multi-platform initiative that showcased student experiences, campus life, and academic offerings through video storytelling, social media, and interactive virtual tours.
- Partnered with educational boards and creative teams to develop multilingual, culturally sensitive content distributed across social media, email, and the university website, enhancing global reach and reinforcing North Park's inclusive brand voice.
- Drove a measurable increase in international student inquiries and engagement, helping maintain global enrollment goals and strengthening the university's international brand reputation.
- Optimized ad placement and campaign targeting, resulting in a 65% improvement in conversion rates and stronger ROI across digital and print channels.
- Recognized internally for creative marketing strategies that expanded international engagement and improved cross-department collaboration.

**Education**

**Bachelor of Arts in Advertising | North Park University – Chicago, IL – 2019**