

Darius Ardelean

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Growth-Focused Leader | Expert in Digital Strategy, Brand Development, and Performance Marketing

Versatile and results-oriented marketing leader with 8 years of experience designing and executing full-funnel, data-driven strategies across digital, print, and social channels in industries including aviation, real estate, and restoration.

Experienced in defining brand positioning, orchestrating campaign ideation and execution, and managing CRM and marketing automation platforms including HubSpot, Salesforce, and Marketo. Skilled in launching and scaling free trial, demo, and self-serve acquisition programs to accelerate product adoption and activation rates. Highly skilled in leading cross-functional collaboration and small teams to deliver strategic marketing solutions aligned with business objectives. Adept at audience segmentation, lifecycle marketing, content development, A/B testing, and conversion rate optimization (CRO) to maximize customer acquisition and engagement. Consistently deliver against KPIs including impressions, trial signups, conversion rates, CAC, funnel velocity, and ROI within fast-paced, metrics-driven environments, leveraging experience in data-centric platforms to drive actionable insights.

Technical Skills

Adobe Creative Suite | HubSpot | Salesforce | Marketo | MS Office Suite | SEO/SEM Tools | Google Analytics | Paid Media Platforms (Google Ads, Meta Ads Manager) | Data-Centric Platform Experience

Areas of Expertise

Full-Funnel B2B and B2C Digital Marketing Strategy | Brand Development & Positioning | Content Strategy | Campaign Planning & Execution | Demand Generation | Product-Led Growth, Self-Serve Onboarding & E-Commerce Conversion Optimization | Email Marketing & Lead Nurturing | Conversion Rate Optimization (CRO) | Social Media Management & Engagement | A/B Testing | Data Analysis | KPI Tracking & Reporting | Customer Acquisition Cost (CAC) Management & Sales Funnel Acceleration | Team Leadership | Event & Trade Show Marketing

Professional Experience

Unical Aviation – Glendale, AZ

Digital Marketing Specialist, Dec 2023 – Present

Spearhead digital strategy across multi-channel paid media (search, paid social, display), email campaigns, website content, and social media platforms to strengthen customer engagement, generate qualified leads, and drive B2B and B2C platform adoption. Develop and publish high-impact multimedia content using Adobe Creative Suite to support branding initiatives, product-led growth programs, and marketing outreach. Collaborate with executive leadership to align promotional activities with business objectives and deliver consistent brand voice across channels. Manage HubSpot CMS for campaign execution, lifecycle marketing, A/B testing, self-serve onboarding initiatives, lead tracking, and analytics reporting to improve marketing performance, CAC efficiency, and user experience. Coordinate trade show participation and direct end-to-end planning for events, promotions, and collateral development to boost brand exposure.

Key Accomplishments:

- Achieved 450K+ impressions, 10K+ interactions, and 2,300% audience growth (8K+ new followers) by executing data-driven full-funnel campaigns and leading brand transformation initiatives.
- Led full website and brand redesign including e-commerce store and social media channels via HubSpot CMS optimization, driving 60K+ annual visitors and strengthening overall self-serve customer experience.
- Boosted social media following by 118.6% through targeted demand generation campaigns and conversion-focused content development.
- Increased engagement by 30% by refining content strategy and performing platform-specific improvements that reduced CAC, improved **funnel velocity**, and increased activation rates
- Raised brand recognition by 20% through development and enforcement of consistent visual and verbal identity.
- Delivered record visibility at trade shows by orchestrating marketing logistics and promotional execution.
- Influenced multiple high-value sales, with targeted social media campaigns directly contributing to quarter- and half-million-dollar transactions.

Max Restoration LLC – Glendale, AZ

Marketing Project Coordinator, Sept 2021 – Dec 2023

Steered full-funnel digital and cross-channel campaigns for B2B and B2C markets to support growth across service lines and increase client acquisition. Coordinated project timelines, vendor relationships, and reporting tools to accelerate marketing delivery within compliance and budget parameters. Collaborated with teams to enhance marketing workflows, align branding, and meet performance benchmarks. Executed demographic research and devised targeted outreach plans to support product launches and audience expansion. Oversaw campaign deployment across social media, email, and paid advertising platforms to maximize lead generation and engagement.

Key Accomplishments:

- Improved project delivery timelines by 20% through coordination with engineering, marketing, and design teams, ensuring full-funnel campaign execution remained on schedule and within budget.
- Boosted campaign engagement by 25% through deployment of targeted demographic segmentation and A/B-tested creative to optimize conversion rates.
- Increased customer inquiries by 30% through the launch and promotion of a new service line, supported by multi-channel paid campaigns and lifecycle marketing tactics.
- Drove lead generation up by 15% through data-driven paid acquisition on Facebook and Google, optimizing ad spend allocation based on CAC and conversion rate analysis, averaging 900+ monthly clicks.
- Reduced marketing costs by negotiating vendor contracts and implementing ROI-focused, high-impact marketing solutions.
- Elevated client satisfaction by streamlining campaign workflows and lead nurturing processes, improving both activation rates and service quality.

Interra Realty – Chicago, IL

Marketing & Creative Content Specialist, Jun 2020 – Aug 2021

Developed integrated B2B content strategies across web, social media, blogs, and email to enhance brand positioning and customer outreach. Conducted market trend analysis and competitive research to identify audience preferences and support targeted messaging initiatives. Planned and executed multi-channel demand generation campaigns to facilitate broker engagement and lead generation goals. Leveraged Salesforce CRM to execute targeted lead nurturing workflows, track conversion metrics, and refine full-funnel marketing strategies for stronger ROI. Engaged with internal teams to refine storytelling and visual communication across all marketing platforms.

Key Accomplishments:

- Increased audience by 80% and sales revenue by 20% through high-impact, conversion-focused marketing strategies.
- Raised customer inquiries by 30% through execution of creative content and brand storytelling campaigns, optimized for engagement and lead quality.
- Strengthened market differentiation by 15% through audience behavior and competitor analysis, enabling precision targeting.
- Boosted campaign engagement by 25% and sales by 15% through targeted demand generation across paid, owned, and earned channels.
- Improved engagement by 30% via creation of web, email, and social content using data-driven messaging techniques and A/B-tested creative.
- Delivered 20–40 tailored marketing campaigns monthly, leveraging segmentation and lifecycle marketing tactics to increase pipeline influence.

North Park University – Chicago, IL

Advertising Media Strategist, Jan 2017 – Dec 2019

Crafted brand-aligned advertising strategies to promote university programs and student engagement across digital and traditional platforms. Coordinated on-campus promotions to support enrollment goals and brand authenticity. Tracked campaign metrics, provided insights to improve effectiveness, and managed budgets to ensure cost control and alignment with institutional objectives.

Key Accomplishments:

- Increased conversion rates by 65% through delivery of data-informed advertising campaigns.
- Recognized for successfully maximizing ROI across digital and print media channels.
- Managed advertising budgets and performance metrics to ensure alignment with institutional goals and cost efficiency.
- Improved budget efficiency through strategic analysis and management of advertising expenditures.

Education

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