

Dan Constantinovici

Marketing & Regulatory Specialist | Digital Product Passports (DPP) | ESPR, CPR & Sustainability Policy

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PROFESSIONAL SUMMARY

Campaign Marketing Manager with an expanded focus in regulatory intelligence, policy foresight, and competitive research for Digital Product Passports and EU sustainability legislation. Combines full-funnel marketing, brand strategy, automation, and GTM execution with policy analysis and compliance support. Experienced in translating complex DPP, sustainability, and Web3 topics into campaigns, tools, and content that support growth, positioning, and product readiness.

SELECTED IMPACT

- 120% - user adoption growth after product launch
- 40% - organic traffic uplift after website rebrand
- 35% - lead-to-customer conversion improvement
- 30% - engagement growth from brand work

CORE STRENGTHS

Regulatory intelligence & policy analysis
Competitive market research
Digital Product Passport strategy
Campaign management
Marketing automation & CRM
Google Ads & SEO
Content strategy & webinars
Analytics & reporting
Cross-functional collaboration

PROFESSIONAL EXPERIENCE

Provenant | Marketing & Regulatory Specialist | November 2025 - Present

- Lead marketing campaigns for DPP, sustainability, ESG, and Web3 solutions.
- Track and interpret ESPR, CPR, DPP, and wider sustainability policy developments.
- Translate regulatory changes into actionable guidance for Product, Engineering, and leadership.
- Conduct competitive research across 100+ DPP vendors to support positioning and strategy.
- Support DPP compliance documentation and readiness work.

Protokol, Amsterdam, North Holland | Campaign Marketing Manager | June 2023 - Present

- Lead end-to-end campaigns focused on Digital Product Passports, ESG, sustainability, and Web3 in collaboration with Product, Sales, and Engineering.
- Create DPP thought-leadership assets, webinars, and GTM content that improve SEO visibility and sales enablement.
- Developed and launched the DPP Readiness Calculator to turn policy complexity into practical buyer education.
- Conduct competitive research across 100+ DPP providers to inform positioning and go-to-market strategy.
- Manage Google Ads and campaign reporting, improving CPC efficiency by 18% over six months.
- Built HubSpot workflows and dashboards that improved MQL conversion and reduced lead-to-sales handoff time.

Cult of Coders, Iași | Marketing Manager | June 2020 - June 2023

- Developed and executed sales and marketing strategies that doubled company revenue and headcount within three years.
- Managed and optimized the full marketing automation stack, improving lead-to-customer conversion by 35%.
- Launched SublimeCommerce.com and defined growth and pricing strategy, increasing user adoption by 120% within 12 months.
- Rebranded the Cult of Coders website, leading to a 40% uplift in organic traffic and improved lead quality.
- Introduced Bluelibs.com and grew its GitHub community to 800+ stars in six months through targeted content and outreach.
- Implemented email nurture campaigns with a 25% higher open rate and 15% higher click-through rate versus industry benchmarks.

Tester Grup, Iași | Brand Identity Developer | September 2018 - June 2020

- Led a complete rebrand that increased social media engagement by 30% and improved lead quality.
- Managed multiple sub-brands and ensured consistent brand application across print, digital, and event collateral.
- Designed and implemented email automation campaigns for lead generation and employer branding.
- Rolled out internal tools that reduced project turnaround times by 25% and improved collaboration.

Tester Grup | Graphic Designer / Brand Officer Responsibilities | June 2015 - September 2018

- Delivered graphic design work for nine international automotive brands while following global identity guidelines.
- Automated business-card and ID production processes, reducing manual workload by 50%.
- Created HTML animated ads for AdWords with a 30% higher conversion rate than standard display ads.
- Designed campaigns for major events that increased attendance and social engagement.

SC Solenoid SRL | Graphic Designer | May 2014 - April 2015

- Produced print-ready graphics and managed end-to-end client orders with strong quality control and on-time delivery.

SKILLS

Regulatory intelligence & policy analysis

Competitive market research

DPP strategy & compliance readiness

Full-funnel marketing

Marketing automation & CRM

Google Ads, SEO & analytics

Content strategy & thought leadership

Email marketing & webinars

Brand strategy & design

TOOLS

Adobe Creative Suite, Figma, Corel Draw, HubSpot, Google Ads, Google Tag Manager, Google Data Studio / Looker Studio, Dripify, Apollo.io, Snov.io, Reply.io

EDUCATION

Universitatea Tehnică "Gh. Asachi" din Iași

Bachelor of Architecture (unfinished), 2010-2016

Gheorghe Tattarescu Art and Architecture College

Draftsman and Graphic Designer, Architecture, 2005-2009

CERTIFICATIONS

Google Ads Search Certification - 2023

AI-Powered Performance Ads Certification - 2023

Digital Marketing - HubSpot Academy - 2023

Email Marketing: Strategy and Optimization - LinkedIn - 2023

Writing in Plain English - LinkedIn - 2021

Agreements for Success in Global Projects - LinkedIn - 2021

LANGUAGES

English - Full Professional

Romanian - Native or Bilingual

French - Elementary