



Dan Constantinovici

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

danconstantinovici.com | Iași, Romania | +40 730 340 964 | constantinovici.dan@gmail.com | LinkedIn

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

SELECTED IMPACT

~20%
lower CPC

30%+
stronger audience engagement

~35%
improved conversion performance

~40%
uplift in organic visibility

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.

PROFESSIONAL EXPERIENCE

Provenant

November 2025 - Present

Marketing & Regulatory Specialist

- 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

June 2023 - Present

Campaign Marketing Manager

- Lead end-to-end campaigns focused on Digital Product Passports, ESG, sustainability, and Web3 in collaboration with Product, Sales, and Engineering.
- Created thought-leadership assets including DPP-focused content that drove 2,500+ page views per asset.
- Executed the "Top Trends in Sustainability" webinar, securing 300+ registrations and 200+ attendees.
- Developed and launched the DPP Readiness Calculator, attracting 2,500+ user interactions.
- Managed a year-long Google Ads campaign with 4,100 clicks and 142 conversions while reducing CPC by 18%.
- Built HubSpot workflows and reporting that improved MQL conversion and reduced lead handoff time.

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PROFESSIONAL EXPERIENCE

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

- 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 September 2018 - June 2020
Brand Identity Developer

- 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 June 2015 - September 2018
Graphic Designer / Brand Officer Responsibilities

- 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 May 2014 - April 2015
Graphic Designer

- 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