

Daniel ROȘCA

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Innovation is not just about adopting the latest technologies, but also about deeply understanding consumer needs and creating authentic experiences that meet those needs, regardless of the market.

With over 20 years of experience in marketing, sales, and business development, I have led teams and developed regional and national brands. I have implemented strategies that resulted in significant increases in brand awareness, profitability, and efficiency. I am defined by a continuous focus on results, strategic thinking, and the ability to connect people, ideas, and resources to generate sustainable value.

🌐 kingtravelromania.com | europegenesys.com | tinutulmomarlanilor.ro | b2b-strategy.ro

Marketing Manager – Valea Jiului Destination Management Organization, Ținutul Momârlanilor Petroșani, Romania | Aug 2022 – Aug 2025 (3 years)

- Created and developed the regional tourism and traditional products brand "Ținutul Momârlanilor" by leading a team of 6 professionals, managing relationships with agencies and external suppliers.
- Analyzed market data (PEST/SWOT) to identify new opportunities / Developed partnerships with travel agencies, local administrative units (UATs), and investors, significantly contributing to brand awareness growth. Organized BTL events to engage the target audience and optimized B2B sales processes.

Digital Manager (Social Media Manager) – King TRAVEL
Timișoara, Romania | Jan 2021 – Aug 2022 (1 year 7 months)

Reduced marketing costs by 20% while maintaining campaign effectiveness

- Developed the digital strategy for incoming marketing and the WEB3 Crypto Blockchain NFT P2E (playTOearn) GENESYS portal.
 - Coordinated digital marketing efforts, including SEO, content strategy, and social media marketing.
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Turnaround B2B Manager – SKY GROUP
Timișoara, Romania | Aug 2019 – Jan 2021 (1 year 5 months)

- Optimized the B2B sales strategy, driving revenue growth and customer acquisition.
 - Implemented turnaround management strategies to improve profitability and performance of the strategic accounts department.
 - Negotiated directly with strategic clients to secure long-term contracts.
 - Achieved a 15% revenue growth through strategic partnerships.
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Senior Business Consultant – B2B B2C Industries – B2B STRATEGY
Timișoara, Romania | August 2009 – August 2019 (10 years)

Collaborated with a diverse range of clients, including Schwarz Group, Work Finder, Siemens LOW Energy, Orange B2C – Romcom, Barrier Romania, Agil, Bartero, VShield, D'ORA – Pronat, HELIOS, Euro Electric, Restart Energy, BIBUS SES, Hedone, Thesaurus, Perenna Premier, Galla Events, CEDRU, DMT Marine Equipment, Spective Surveillance, Moloso/Limitless, Green Future, AGIL, uBlox, Picster, 4 Smart Sales, Banatica Events, Hemo Treat, and Dental Profile and Tracialand.

I optimized marketing strategies that led to an increase of up to +39% in revenue for clients • Achieved a 20% average annual revenue growth for B2B clients through performance optimization • Reduced the sales cycle by 15% through effective qualification and lead management techniques • Improved synergy between marketing and sales, resulting in an average 25% increase in conversion rates.

- Founded a personal blog focused on marketing and sales strategies and mentored young professionals through the Blue Ocean Strategy program.
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Regional Corporate Sales Manager (B2B) – Orange Business Services – France Telecom July 2008 – August 2009 (1 year and 1 month)

- Transformed the B2B sales team from a "farming" approach to a "hunting" strategy.
 - Managed the region's P&L, exceeding financial targets and led a team of 15 professionals.
 - Achieved 22% sales growth in the first year by shifting sales strategy, with an additional 15% increase from cross-selling and up-selling.
 - Optimized the pricing policy, resulting in a +7% increase in profit margins.
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2002 – 2008 Middle Management Positions in Sales (ASM / RSM)

- **Comandor, KMP Print Technik, DTH Television Group – BOOM TV.**
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EDUCATION Master's Degree, University of Economic Sciences, Petroșani (2005 – 2007) Bachelor's Degree, Polytechnic University of Timișoara – Electronics (1997 – 2002)

SKILLS Business-To-Business (B2B) Marketing / Business-To-Consumer (B2C) Marketing • Digital Customer Journey / Blue Ocean Strategy • Marketing Strategies

- Sales Funnel Management / Consultative Sales (France Telecom) • Persuasion / Integrity.

LANGUAGES Romanian – Native • English – Advanced

DRIVER'S LICENSE Category B – no major incidents

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