



ALEXANDRU CONSTANTIN PRISECARIU

Performance Marketing Manager | Google & Meta Ads • CRO • Tracking • AI Workflows

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EU citizen (Italian & Romanian), no work permit required

PROFESSIONAL SUMMARY

Performance marketer with four years of hands-on ownership of paid acquisition: Google Ads and Meta Ads campaigns, the landing pages they point to, the tracking behind them and the testing that improves them. At FYM Formazione e Coaching, ran B2C acquisition for high-ticket coaching and training programmes sold direct to consumers, owning account structure, budgets and results end to end. In parallel, built and ran Exolus, an independent practice serving SMEs and professional-services clients. Works from the numbers: reads performance, forms hypotheses, runs A/B tests and acts on what the data shows, with AI built into the daily workflow rather than used ad hoc.

SELECTED RESULTS

Sustained a 7.4x return on ad spend across Google and Meta over a full year of campaigns (2025).

Cost per lead down 68%, from €43.67 to €13.75, on an event acquisition campaign rebuilt end to end: twice the leads on 35% less spend.

1.6x return on ad spend on its first run, from cold traffic with no campaign history, on a direct sales funnel built end to end: page, creatives, Meta Ads and post-purchase flow.

PROFESSIONAL EXPERIENCE

Digital Marketing Strategist & Specialist

09/2022 - 08/2026

FYM Formazione e Coaching, Rome, Italy

- Owned the acquisition and conversion side of digital marketing on high-ticket coaching and training programmes sold direct to consumers: websites and landing pages, funnels and automations, paid traffic, tracking and CRO.
- Created and managed Google Ads and Meta Ads campaigns for live events, lead generation and direct sales, covering account structure, keyword and audience targeting, bid strategy, creative testing and budget management. In 2025, sustained a 7.4x return on ad spend across a full year of Google and Meta campaigns.
- Implemented tracking and analysis with Google Tag Manager, Google Analytics and Microsoft Clarity, combining session recordings and heatmaps with campaign data to identify drop-off points in the funnel.
- Ran a continuous testing process on live campaigns and pages: A/B tests on ad copy, creative and landing page layout, funnel-step analysis, and decisions based on results rather than assumption.
- Designed and built websites and landing pages on WordPress, Elementor, Avada, LearnWorlds and GoHighLevel, aligning design, copy and user journey with commercial objectives.
- Developed marketing funnels and multi-platform automations across GoHighLevel, Zapier, Make and Pabbly, integrated with the CRM, including behavioural flows triggered by user actions, plus digital tools for the sales team and daily alignment on the marketing to sales handover.
- Used Claude, ChatGPT and Gemini across the workflow: campaign and funnel analysis, ad copy and creative production, image generation and landing page design.

Founder & Digital Marketing Consultant

09/2023 - 09/2026

Exolus Digital Marketing, Rome, Italy

- Designed and built the Exolus platform on WordPress and Elementor, with Odoo as the operational system behind it: website enquiries feed CRM lead pipelines, automated email sequences and project management, covering first contact to project closure in one system.
- Delivered websites and landing pages for SMEs and professional-services clients, including a dental clinic, a beauty-sector coaching business, a construction company and independent professionals, covering strategy, copy, build and ongoing optimisation.
- Built outbound acquisition for clients without an advertising budget, based on structured targeting and direct outreach.
- Owned the editorial and SEO side of the brand, from keyword research with Semrush, AnswerThePublic and Search Console to writing and publishing on digital strategy, paid advertising and conversion.

Impresa Edile Costello, Ladispoli, Italy

- Company-wide technical and IT support, product research and development, and coordination of operational tasks across the team.
- Managed the company website and produced the brand material in house: logo, business cards, brochures and branded merchandise.
- Returned in 2026 to build the company website for client acquisition on its services and to connect it to HubSpot, so every enquiry enters a pipeline with the follow-up already defined.

CORE SKILLS

Paid search: Google Ads account and campaign structure, keyword and match-type strategy, bid strategy, budget pacing, ad copy testing, performance optimisation

Paid social: Meta Ads: audience segmentation, creative testing, budget management

Testing & CRO: A/B testing, hypothesis design, landing page architecture, heatmap and session analysis, funnel diagnostics, conversion tracking and tag setup

SEO & content: Keyword research, on-page optimisation, Search Console monitoring, editorial planning

AI in marketing: Campaign and funnel analysis, ad copy, creative production and landing page ideation, built into a repeatable workflow

Funnel & automation: Lead qualification and routing, CRM pipelines, email and behavioural flows, cross-platform integrations

TOOLS & PLATFORMS

Advertising: Google Ads, Meta Ads Manager, Meta Business Suite

Analytics & SEO: Google Analytics 4, Google Tag Manager, Microsoft Clarity, Google Search Console, Semrush, Clicks.so, AnswerThePublic

Web & CMS: WordPress, Elementor, Avada, LearnWorlds, GoHighLevel

CRM, email & automation: HubSpot, GoHighLevel, Odoo, Zapier, Make, Pabbly Connect, n8n, Jotform, Brevo, MailerLite, Mailchimp

AI: Claude, ChatGPT, Gemini

Creative: Figma, Affinity Designer 2, Canva

SELECTED PROJECTS

FYM digital ecosystem: Eight websites across FYM's verticals, from strategic coaching to negotiation training, healthcare and sport coaching: design and build, advertising landing pages, funnel design and third-party integrations.

exolus.it: Own platform and brand: service pages, portfolio, blog and partner area, with Odoo CRM behind the forms, automated email sequences and a qualification quiz as the funnel entry point.

prisecariu.com: Personal portfolio, designed and built from scratch, with self-hosted fonts, cookieless analytics and event tracking.

CERTIFICATIONS

Certified: Digital Marketing, HubSpot Academy (2026, valid to 2028) · Digital Advertising, HubSpot Academy (2026, valid to 2028)

Courses: Ads Strategy (Learnn, 2026) · Facebook Ads: Set-Up (Learnn, 2026) · Facebook Ads Advertising Strategy (Udemy, 2023) · Digital Marketing Strategy: Sales Funnel Mastery (Udemy, 2022) · Inbound Marketing (HubSpot, 2022) · Social Media Marketing (Udemy, 2021) · Fundamentals of Digital Marketing (Google, 2021)

EDUCATION & TRAINING

Digital Marketing Specialist programme | Digital Coach, Italy | 2021 – 2022

Economics, Labour, Business and Markets | Università degli Studi Roma Tre, Rome | 2017 – 2020 | coursework completed, studies discontinued

Technical Diploma, Construction & Territory | I.T.C.G. Giuseppe di Vittorio, Italy | 2011 – 2016

LANGUAGES

Italian (native) · Romanian (native) · English (C1) · German (A2, currently attending classes)