

dana sandu

Marketer & Creative



I grew up without plumbing in the bowels of Eastern Europe; my first US job was on Wall Street.

If there's no chance for change, **I create the chance.**

IMC lead

Google, AppDynamics, Liquidnet, SQLstream, Guavus, et alii

Strategy

- Designed and applied quantitative and qualitative research methods (questionnaires, focus groups, comparative statistics, eye-tracking data collection and analysis, SWOT, SOAR, PESTEL, NOISE) to assess the effect of new products and services on niche markets, both in B2B and B2C.
- Used competitor announcements, news, analyst reports and internal reviews to form understanding of competitors' strategies and inform company business, GTM, partnerships, and marketing strategies.
- Redesigned user satisfaction surveys resulting in new direction for product design and regionalization of marketing efforts.
- Defined key product messages with product and portfolio positioning for external prospects, press and analysts.
- Built and maintained leadership profiles acknowledged through industry awards and analyst rankings such as the Forrester Wave.
- Initiated and executed brand audits and rebranding exercises resulting in new company positionings, audience segmentations, messaging, and first-used industry lingo.

Planning & Production

- Defined, planned, and managed budgets and schedule for cross-functional & cross-channel Marketing Mixes
- Designed, planned, and produced demand generation programs to facilitate product and solution discovery, evaluation, interest, and purchase.
- Planned and executed product launches and managed cross-functional implementation efforts.
- Ran Marketing operations, monitoring, and reporting functions.
- Planned and devised the tools for internal rollouts, and trained internal teams (Sales, Partnerships, leadership, HR, IR, Product, BizDev).

Content

- Created, designed, produced, and launched content across Product, Web, Email, Social, PR, Sales Enablement, Events, and Brand Marketing portfolios. Examples include: webinars, articles, landing pages, intelligence libraries, dynamic web, videos, event materials, email and web content, social media content, whitepapers, ebooks, industry guides, microsites, case studies, data sheets, Sales presentations, testimonials, use cases, infographics, etc.

creative portfolio

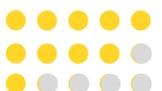
content samples

skills & expertise areas

- Big Data · Streaming Analytics · IoT
Intelligent Transportation Systems
Smart Cities · Smart Homes
Inventory and Fleet Management
SaaS · PaaS · Dark Pools
- Brand audit · Competitive research
Segmentation · Customer research
Demand Generation · Roadmapping
Product Marketing · Social Planning
& Operations · Thought leadership ·
Analyst & press relations
- Copywriting · Visual planning &
information design · Web

languages

Romanian / English
French / Spanish / Italian
Farsi



education

MA, IMC | Emerson College, 2006

Scholarship recipient

Research Methods & Consumer Behavior

BA, Advertising & PR | U. Bucharest, 2004

Scholarship recipient

President, Student Council

sample engagements

Market Evangelista

SQLstream, Inc. | San Francisco, CA | 2012-2020/21

Worked with founders and investors to define, position, and promote the SQLstream SaaS suite as the alternative streaming analytics platform on the Fast Data processing market. Activities included:

- Market and competitive research resulting in a new hot spot map (new vertical: smart cities), new messaging, dynamic product release schedules, and a new analyst outreach pool.
- User behavior research resulting in additional bottom-up targeting and new demand generation programming, increasing the user base x4 and decreasing the sales cycle from 8 to 5 months.
- Marketing Mix planning, budgeting, and release schedules.
- Scoping, producing, and creating assets for all stages of the marketing funnel:
 - webinars, articles, landing pages, intelligence libraries, dynamic web, videos, event materials
 - automated email campaigns, web content, social media
 - whitepapers, ebooks, industry guides, microsites
 - case studies, data sheets, Sales presentations, testimonials, use cases
 - announcements, updates, performance reports.
- Thought leadership:
 - pitched and developed content for speaking engagements (ex.: ITS World Congress, Oracle Open World, etc.)
 - prepared application and managed the audit process for industry awards and analyst rankings (result: leader in the Forrester Wave, Datanami Top10 awards, etc.)
 - pitched, wrote and published articles for industry media (ex.: Venture Beat, Yahoo News, etc.).
- PR: wrote and distributed all releases; built and maintained press lists; wrote statements and and coached leadership for interviews.
- Content strategy across PR, web, email, social media, and hosted content (partners and external publications).
- Operations, resource, and vendor management.
- Brand, asset, and workflow integration and partner program design (post-acquisition by Guavus, Inc. and Thales, Inc.).

Market forming

Primary Capital LLC, Nas de Nas, Perseus Micrologic, Toaca, et alii

Used market and consumer research, guerilla marketing, social media, partnerships, community building, and events to raise awareness, educate, and segment Ro and US audiences for several categories of products and services. GTM advisor and portfolio consultant. Concept writer and multi-channel content creator. Public speaker.

Selected achievements:

- PM changed their offering from product to service and are currently working on establishing a licensing model
- NdN/AnK activity single-handedly led to the accelerated evolution of the Ro niche fragrance market from a latent phase to close-to-mature in under 4 years
- introduced the concept of reverse mergers to the SE European audiences through press campaigns and local educational events
- created awareness, support, and ultimately and a new administrative category for cross-functional independent theater

other works

social work: [droom boon & other](#)

documentary work: [olfaction](#)

art: [music](#)