

# Alice Teodorescu

## Content & Product Marketer

Driven marketing professional with a solid academic research background and 15+ years of creating compelling B2B and B2C narratives that bring business results. I love working at the intersection of product, content, and UX, seeking to help bring SaaS products to market strategically and sustainably.

## EXPERIENCE

### **DX, remote** — *Content Marketing Lead*

JANUARY 2023 - FEBRUARY 2024

Joined as the second marketing hire to build the content function across the organization.

Built and managed a distributed freelance team of 8 (4 writers, 1 graphic designer, 1 web developer, 1 illustrator, and 1 audio-video editor)

Put in place the entire product marketing ecosystem, working cross-functionally with Product, Engineering, and Customer Success

Owned ecosystem for paid, organic, and earned content strategy

**Key achievement:** Co-owned brand awareness marketing objective —brought Sweden (main target market) in Top 3 traffic on dx.tech in 2023; DX LinkedIn business as top voice in the cinema industry; grew newsletter subscription by 38.26% YoY with an open rate of >30%

### **SEOMonitor, remote** — *Content Lead*

DECEMBER 2019 - JANUARY 2023

Owned the content marketing strategy and end-to-end execution of product-led content production on owned and [paid](#) channels.

Grew from the first Content hire to the Content Marketing Lead and hired and led a mix of content and community specialists (in-house and freelance).

Developed a content style guide and copywriting guidelines that enabled me to write and wireframe +30 product and feature pages in less than two quarters.

Produced user-centric product messaging, pitches, launch kits, product onboarding experiences, etc., in collaboration with Sales, Product Managers, and the CEO.

**Key achievement:** Pioneered a user interview process to document product use cases, reasons for switching to the product, and case studies highlighting pain points and market value. With this process, I've conducted +30 interviews, improved product-led articles' average CTR by 150%, and managed to grow 3x attributed Sales Qualified Leads YOY.

Wrote a Masterclass on Keyword Strategy — part of the product education

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## SKILLS

Product-led narratives

Cross-functional coordination and stakeholder management

Data-driven sales enablement

User and market research

Partnerships management across markets

## CERTIFICATES

Product marketing foundations, LinkedIn, 2023

Product-led certification, Pendo, 2022

Design Thinking Starter certification, 2021

Daily UX Writing challenge, 2019

Most Significant Change – qualitative research framework, June 2015

Doctor in Communications Sciences, *summa cum laude*

## LANGUAGES

English (full proficiency), French (intermediate),

initiatives.

### **Visionary Business Consultants, Bucharest — Marketing Manager & UX Writer (freelance)**

JULY 2013 - PRESENT

Coordinated and implemented 50+ marketing strategies for startups, commercial enterprises (B2C), and NGOs.

Collaborated as main Content Designer with product designers and brand specialists for MVPs and POCs, designed user research frameworks, and conducted secondary research for lean startup initiatives.

**Key achievement:** Developed the MVP and go-to-market strategy with personas for MOMSI: a Romanian app for new moms.

### **messBusters, remote — Content Strategist & Qualitative Researcher**

MAY 2018 - OCTOBER 2019

Consulted and executed in-depth research methods to discover the client's target markets & audiences and what channels to address for compelling brand engagement.

**Key achievement:** Developed MVPs and go-to-market strategies for an events space marketplace (*Spacefind.ro*) and an AI-based web builder (*Zoki*).

### **MARKER.TheCreativeStudio — co-founder & Head Storyteller**

JULY 2016 - MAY 2018

Created brand stories, from the creative concept to the strategic ways to deliver that story through specific content (articles, blog posts, newsletters, social media tactics, etc.).

**Key achievement:** Coordinated in-depth market research to understand positioning, target audience, and best communications channels.

### **Marcomm professional in various industries**

2008-2016

## **EDUCATION**

### **University of Bucharest, Doctoral School of Communication Sciences — Doctor of Philosophy**

OCTOBER 2013 - JANUARY 2017

### **University of Amsterdam / University of Bucharest — Research MA in Media Studies / MA in Communications Sciences**

OCTOBER 2011 - JUNE 2013

Romanian (native)

## **WORKING WITH ME**

“Alice has the unique ability to present complex ideas in a clear and compelling way. Due to her curiosity to understand the subject and her eagerness to help others, she is able to communicate ideas to very different groups.” Head of Product, SEOmonitor

“Alice has a particular way of approaching and solving problems. People are logical and use their analytics background, or emotional and use their strong creativity. It's rare to find someone who is both.” Product Manager, SEOmonitor

## **PERSONAL PROJECTS**

My Substack: [Beyond. A world](#)

My first book — [Japanmania in the Romanian cultural space](#)

Growth marketing & UX Design for Startups meetups co-founder (2019)