



NINA ROMANO

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ninaromanomarketing.com

PROFESSIONAL SKILLS

Brand Roadmap
Marketing strategy
Digital marketing native
MQL funnel/Automation
AI tools integration
Hands-on content creation
SEO, GEO, Performance Mktg.
3D workflows
GTM workflows
Team leadership and growth
Events/Webinars/Speaker ops

PERSONAL SKILLS

Problem solver
Reliable & professional
Adapts easily
Dedication and grit
Team player
Leader & motivational speaker

EDUCATION

BA Communication Studies
Concordia University,
Montreal '96 Hnr.

LANGUAGES

Fluent: English
Solid: Spanish, French, Greek
Beginner: German, Dutch

VISA/CITIZENSHIP

Canadian with EU visa.

I'm a Marketing Strategist and a problem-solver dedicated to connecting the dots between digital marketing, brand leadership, and content innovation. My experience spans consumer markets, sustainability-driven performance materials, b2b manufacturing sectors, and SaaS business models, with a unique combination of creative skills, tactical drive and business-growth mindset. Passion for identifying core values and translating them into results. Ability to quickly process, prioritize and own go-to-market strategies. Experience leading global, multi-disciplinary, high-performing teams.

WORK EXPERIENCE

VECTARY | 2021 - 2026

Head of Marketing - Long-term contract | US/Remote

- Delivered plans and results for a 3D design SaaS by focusing on user retention through carefully developed value communication using interactive demos, self-serve trials and onboarding tools.
- Tailored messaging to real user behaviour, company-wide workflows, and clear use-case storytelling.
- Owned feature-marketing, GEO/SEO/SEM, MQL funnel, automation pilot, ABM landings, investor presentations, and early AI adoption.
- Set up of a successful brand positioning pivot from B2C to B2B within 4 months, without faltering on communication consistency or customer experience across all touch points.
- Created workflows for a fully remote team, as well as collaboration with product, sales and development.
- Prepared for funding rounds - data, strategy, presentations, roadmap.

FIBRANT | 2021 - 2025

Marketing Strategy and content execution | NL/Project based

- Delivery of integrated marketing strategy, messaging, content creation, sales toolkits, and event presence for EcoLactam® product family entering and expanding its market share for sustainable performance materials.
- Established new brand guidelines for Fibrant and product portfolio.

AMT POSTPRO | 2020 - 2021

Marketing Director | UK/Remote

- Built a new and consistent brand identity, architecture, and strategy for a 3D printing start-up aiming for expansion.
- Worked hands-on to set up all channels, and sales team support tools.

DSM DYNEEMA | 2015 - 2020

Head of Marketing Communication | Netherlands | 2018 - 2020

- Ensured brand assets and toolkits were structured, current, and strategically aligned across departments for multi-country rollouts.
- Translated brand and business objectives into external agency briefs to co-develop campaign ideas that unify all marketing campaigns.
- Managed a talented, and motivated team of 4 that were ready to contribute, excel and take ownership.
- Deep insight into polymer fiber use in Performance fabrics, Outdoor gear, PPE and Defense equipment, Maritime ropes.

Global Marketing Manager | Netherlands | 2015-2018

- Entered and established The Dyneema Project as the new key player in a seasoned market within two years, by doubling leads and PR value within a year.
- Worked in close collaboration with Product and Sales to shape strategic campaigns that resulted in on-target programs with breakthrough content and trailblazing market position.
- Supported and initiated co-branded collaborations with brands across the Fashion, Outdoor, and Sports industries, with a bespoke approach for Premium customers.



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WORK EXPERIENCE CON'T

ADIDAS AG | 1999-2014

Regional Head of Brand adidas Originals & Reebok - Greece | 2010-2014

- Delivered consistent double-digit growth year over year in a competitive, economically fluctuating market.
- Achieved over 70% sell-out targets across multiple channels, countries, and product categories.
- Led 360° consumer campaigns, including ATL, PR, events, and media.
- Managed a seven-digit annual budget, a team of 6 across 5 countries.
- Drove retail marketing strategy with impactful shelf activations in key accounts and franchise stores.
- Built strong agency and supplier partnerships through strategic briefing and direction.

Global Sr. Digital Marketing Manager | adidas HQ | Germany | 1999 - 2010

- Grew the global digital presence on all channels for an introduction of a new category (Originals), its brand equity and market position.
- Led the global rollout of 10-15 fully localized campaigns yearly across 33 countries and 17 languages.
- Created and introduced seasonal plans for adidas Originals digital strategy to all the regional markets.
- Managed the concept, design and launch of a first global online store.
- Delivered Superstar35, first fully online global campaign, reaching 2M unique visits in 2 months across 32 markets and 17 retailers.
- Built successful agency partnerships for high-impact digital campaigns.

STYLUS INC | 1997 - 1999

New media project manager | Montreal, Canada

- Took part in early pioneering of digital media with one of the first agencies in the field.
- Account management for large scale telecommunication company (Bell Canada) and Bank of Montreal.
- Project Management and quality-control for Innovation Multimedia Presentation content (EN & FR).

ADDITIONAL TRAINING

Competitive Business Strategy
Ludwig-Maximilians-Universität, Munich (LMU Coursera)

People Managers Development
Heerlen, Netherlands (Intervision program)

Design Thinking for Business Innovation
University of Virginia (Coursera)

Inspiring Leadership through Emotional Intelligence
Case Western Reserve University (Coursera)