

NINA ROMANO

MARKETING STRATEGY AND LEAD

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Profile Summary

I'm a problem-solver who connects marketing strategy to commercial outcomes and brand equity. My career spans sports and outdoor industries, performance fabrics, sustainable manufacturing and SaaS business models, where I've led teams through complex positioning challenges and growth opportunities with clarity, creativity, and growth mindset.

Skilled at identifying core values and translating them into results. Ability to quickly process, prioritize and own go-to-market strategies. Experience leading global, cross-functional, high-performing teams. Independent self-starter with experience and accountability to work remotely.

Work Experience

VECTARY, Head of Marketing - Long-term contract

2021 - 2026

SaaS Marketing leadership for a 3D design platform by focusing on user retention through carefully developed value communication by using interactive demos, self-serve trials and onboarding tools. Relied on analytics to turn insights into strategy. Tailored messaging to real user behaviour and clear use-case storytelling. Owned feature-marketing, GEO/SEO/SEM, marketing sourced pipeline, email automation, and ABM content strategy using Notion, Figma, Semrush, Google Ads, Hubspot. Created workflows for a fully remote team, and collaboration with product, sales and development. Prepared for funding rounds: data, strategy, presentations, roadmap.

> **Key project:** 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.

FIBRANT, Marketing strategy and content - Long-term contract

2021 - 2025

Delivered integrated marketing strategy and new narrative for clarifying carbon footprint reduction for the EcoLactam® product family value chain. Expanded the market share for sustainable nylon by 15% each year. Established new brand guidelines for the corporate brand Fibrant.

> **Key project:** Collaboration on co-marketing content with Victoria's Secret, Didriksons.

AMT POST PRO, Marketing Director

2020 - 2021

Built a new and consistent brand identity, product 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, Head of Marketing

2015-2020

Translated brand and business objectives into campaign briefs unifying all assets, toolkits and messaging across product departments for multi-country rollouts. Managed a talented, and motivated team of 4 that were ready to contribute, excel and take ownership. Earned deep insight into polymer fiber use in Performance fabrics, Outdoor gear, PPE, Defense equipment, and Maritime.

> **Key project:** Entered and established The Dyneema Project as the new key player in a seasoned market within two years, by doubling leads and PR value. Worked in close collaboration with 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 Luxury brands.

Regional Head of Brand - adidas Originals and Reebok

As Regional Head of Brand across South Europe Region I delivered consistent double-digit growth in an economically volatile market while achieving over 70% sell-out performance across multiple channels, countries, and product categories. Led comprehensive 360° consumer campaigns spanning ATL advertising, public relations, events, and media partnerships, managing a seven-digit annual budget and a team of six across five countries. My retail marketing strategy focused on high-impact shelf activations within key accounts and franchise stores, supported by strategic agency and supplier partnerships.

> **Key project:** Fitness event connecting 4 countries with consistent retail and online activations, involving 80 athletes, 20 locations, 5 sponsors, and 60 staff members.

Global Sr. Digital Marketing Manager - Originals - adidas HQ in Germany

Drove digital growth by introducing the Originals category to new markets and strengthening brand equity through innovative online strategies. Led worldwide rollout of 10 to 15 fully localized campaigns annually across 33 countries and 17 languages. Created and implemented seasonal digital strategies for adidas Originals that were adopted by regional markets globally.

> **Key project:** Delivery of Superstar35, the company's first fully online global campaign, which generated 2 million unique visits within two months across 32 markets and 17 retail partners while building productive agency partnerships that set new standards for digital campaign performance.

> **Key project:** Conceptualized, designed, and launched the brand's first global online store.

Skills

Tech: Notion, Figma, Miro, SEMrush, Google Ads, Wix, Framer, Ahrefs, ClickUp, ComfyUI, Drip, Trumpet, Hubspot, Clay

Additional skills: Brand roadmap and marketing strategy set up, MQL funnel optimization, Performance marketing, 3D design workflows, GTM workflows, Adwords, content writing, content strategy, market research, marketing analytics, communication of sustainability certification systems

Specialized training: Competitive Business Strategy - Ludwig-Maximilians-Universität, Munich (LMU Coursera) • People Managers Development - Intervision training program • Design Thinking for Business Innovation - University of Virginia (Coursera) • Inspiring Leadership through Emotional Intelligence - Case Western Reserve University (Coursera)

Languages

English - Native, fluent

Spanish, Greek, French, Serbian - Conversational

Education

Concordia University

BA Communication Studies