

ADRIAN BRAICU

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Director of Marketing | Brand, Content & B2B Marketing

PROFESSIONAL SUMMARY

Director-level marketing leader with experience guiding brand strategy, digital channels, content, email marketing, events, and sales enablement for B2B and retail organizations. Proven ability to modernize brand identity, rebuild web presence, reduce marketing overhead, and scale in-house content that increases engagement and quote activity. Combines hands-on creative execution with cross-functional leadership across sales, operations, and client-facing teams.

CORE COMPETENCIES

Brand Strategy | B2B Marketing | Website Management | Content Marketing | Email Marketing | SEO | Social Media Strategy | Event Marketing | Sales Enablement | Brand Standards | Print Production | Analytics

PROFESSIONAL EXPERIENCE

MAXSON ASSOCIATES

Director of Marketing | Pineville, NC | Feb 2023-Present | Maxsonassociates.com

- Direct end-to-end B2B marketing strategy and execution across brand, website, content, social media, email, SEO, events, and sales support.
- Led a companywide brand refresh, including logo redesign, trademark coordination with legal, and rollout of brand standards across stationery, letterhead, email signatures, apparel, event collateral, and large-format office murals highlighting company history and core values.
- Rebuilt and manage the company website, including product education, case studies, SEO, and performance analytics, to strengthen visibility, client education, and engagement.
- Oversee organic and paid social media programs, producing content, photography, videography, publishing, and channel analysis for a B2B audience.
- Lead monthly to bimonthly email marketing campaigns to a growing audience, helping increase digital engagement and support steady growth in direct quote requests.
- Partner with sales and internal teams to improve pre-sale and post-sale engagement, standardize onboarding materials, and expand conference and event presence across code enforcement and other industry education events.
- Reduced overall marketing overhead while increasing in-house creative and campaign output through process improvements, multimedia production, and more efficient brand execution.

SPIRITED CYCLIST

Chief Marketing Officer | Davidson, NC | 2020-2023

- Led brand development across logo design, signage, packaging, window decals, and in-store visual presentation.
- Produced photography, videography, and post-production assets for promotions and customer-facing content.
- Built social media presence across Facebook, Instagram, LinkedIn, Twitter, and other digital channels; launched branded YouTube and podcast initiatives.
- Planned and executed local outreach, charity, and collaboration events with community partners.
- Supported CRM logistics, market research, and team training tied to customer engagement and brand standards.

Selected Freelance Branding, Creative Projects, and Consulting | 2015–Present

**Georgia Tech
Research**

Keller Williams Agent

**Carolina Baseball
Academy**

HR Attorneys at Law

EDUCATION The Art Institute of Atlanta | Media Arts & Animation, B.A.