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Top Skills

Marketing Strategy
Marketing
SEM

Languages

Romanian (Native or Bilingual)
English (Professional Working)
Hungarian (Elementary)

Certifications

Search Advertising
Digital Garage Training by Google & IAB Europe
AdWords Fundamentals

Raul Lazar

Digital Marketing Consultant | SEO, GEO & AI Search | Turning Marketing, Technology & Data into Business Growth
Bucharest Metropolitan Area

Summary

Digital Marketing Consultant / Specialist with 20+ years of experience in the online environment, working at the intersection of marketing, technology, data and business.My journey started in 2002 with online communities and the development of simple websites. Around 2007, I moved into SEO and in 2009 I became actively involved in digital marketing and Google Ads. In 2010, I was involved in developing and launching a dating platform with real-time audio and video chat.Since then, I've worked across SEO, paid media, eCommerce, analytics, tracking, conversion optimization, social media, web development and online business development.Working across different businesses, industries, technologies, budgets, and teams has taught me to look beyond individual channels and understand how the pieces connect. A website is not just a website, SEO is not just rankings, Ads are not just clicks, Tracking is not just data - they are parts of a larger system that has to work together and ultimately support the business.I'm curious by nature and I like figuring things out. I don't believe you need to know everything before you start. I'd rather try, learn, test, improve, and be judged by the result.These days, I'm also focused on AI Search, Generative Engine Optimization (GEO), and AI Visibility, exploring how businesses can remain discoverable as people increasingly find information, products, and brands through AI-powered search and increasingly complex digital ecosystems.I'm particularly interested in what happens at the intersection of search, technology, data and business - and in understanding not just how things work, but why they work.Outside work, you'll usually find me interested in cars and mechanics, taking a long drive, somewhere near the sea, enjoying a craft beer, or simply looking for something new to learn, build, or experiment with.

Experience

Independent / Freelancer

Digital Marketing, SEO & Web Development

March 2003 - Present (23 years 8 months)

Mureş, Romania

With 20+ years of experience in the online environment, my journey began in 2002 with online communities and continued in 2003 with website development. Over the years, I progressively moved from web development and community management into CMS platforms, SEO, digital marketing, eCommerce, analytics, tracking, and online business development, continuously adapting to changes in technology and digital ecosystems.

I started by managing online communities, gaining early experience in communication, engagement, moderation, and understanding user behavior. In 2003, I began developing websites using HTML and CSS, later expanding into CMS platforms and more advanced web development, building a strong technical foundation and a practical understanding of how websites are built, managed, and optimized.

Around 2007, my focus expanded into SEO and organic search visibility. From 2009, I moved into professional digital marketing, working across online advertising, Google Ads, Meta Ads, TikTok Ads, brand development, social media, content, audience acquisition, affiliate marketing, conversion optimization, and online growth strategies.

Over the years, my expertise expanded across eCommerce, digital strategy, analytics, performance marketing, conversion optimization, and tracking. I have worked with WordPress, WooCommerce, Magento, HTML, CSS, PHP, SQL, Google Analytics, Google Tag Manager, Server-Side Tracking, and Consent Mode, combining technical knowledge with marketing and business objectives.

My approach is practical and results-driven, combining marketing expertise, technical understanding, data analysis, business perspective, and hands-on implementation to develop and execute sustainable digital growth strategies.

Today, my experience also extends into AI Search and AI Visibility, focusing on how businesses, brands, websites, and content can remain discoverable as digital discovery increasingly moves beyond traditional search engines toward AI-powered ecosystems.

Socializari

Founder

March 2010 - Present (16 years 8 months)

Târgu Mureş

This project is primarily a personal passion project, originally developed from ClubInterzis.ro, an online community that grew to tens of thousands of users and was highly active during the period when I was directly managing and developing it.
I worked across the development and management of the platform, including online marketing, user acquisition, community management, engagement, content, monetization, and day-to-day operations.
The project gave me hands-on experience in building and growing an online community, understanding user behavior, developing digital products, experimenting with different business models, and connecting technology, marketing, and business objectives.
In "recent years" (past 10 years), my direct involvement has decreased, and the platform has been maintained in a largely passive, low-maintenance state (basically in "drift mode").

CodeMix
Senior Online Marketing Manager
March 2012 - August 2026 (14 years 6 months)
Mureş, Romania

Responsible for developing and implementing marketing strategies and paid media campaigns focused on increasing brand visibility, website traffic, audience growth, customer acquisition, engagement, and overall business performance.
Managed marketing projects end-to-end, from market research, audience and competitor analysis, and strategic planning through campaign implementation, optimization, tracking, and performance analysis. Worked across SEO, Google Ads, Facebook Ads, social media, content, audience acquisition, community growth, affiliate marketing, and conversion-focused initiatives.
Worked on web development projects, including the development and implementation of eCommerce websites and presentation websites, custom website functionality, web design, website maintenance, and ongoing technical improvements. Contributed directly to website architecture, functionality, front-end and back-end development, CMS and eCommerce implementations, SEO optimization, technical SEO, website speed and performance optimization, analytics, tracking, and conversion optimization.
Worked closely with businesses and business owners to understand their objectives, challenges, markets, customers, and growth opportunities, translating these insights into practical marketing, web, and digital solutions designed to support business growth.

My role combines strategic planning, digital marketing, web development, SEO, performance optimization, analytics, and hands-on implementation, allowing me to approach digital projects from both a technical and business perspective and focus on solutions that contribute to sustainable growth rather than treating individual marketing channels in isolation.

Bere Noah (Ignat Brewery)
Assistant Manager
January 2025 - November 2025 (11 months)
Târgu Mureş

Although my official position was Assistant Manager, my role involved active hands-on participation across the entire beer production process, providing me with practical experience in both brewery operations and day-to-day production activities.
I was directly involved in the brewing process, from raw material preparation through fermentation, following established recipes, production procedures, and quality standards. I also handled bottling and keg filling, ensuring that finished products were properly handled and prepared for distribution.
My responsibilities included emptying and sanitizing fermentation and production tanks, operating CIP systems and keg-cleaning equipment, and maintaining high hygiene standards throughout the brewery. I worked with production equipment and followed food safety, workplace safety, and good manufacturing practices to maintain consistent quality and minimize operational downtime.
Beyond production, I participated in industry events and trade fairs, where I actively supported beer promotion and sales, interacted directly with customers, and contributed to strengthening the brand’s presence.
Although my official employment period was limited, my involvement and experience with the brewery extended beyond the time I was formally employed. I ultimately had to relocate from Târgu Mureș and leave a role that I genuinely enjoyed, bringing this chapter of my professional experience to an end.

Bootic
Business Development Manager
August 2022 - August 2024 (2 years 1 month)
Târgu Mureş

Responsible for developing and implementing business development strategies focused on revenue growth, customer acquisition, market expansion, and the overall development of the business.

Worked across the full eCommerce business lifecycle, including market and competitor analysis, product and assortment development, pricing, sales channels, customer acquisition, partnerships, supplier relationships, distribution, inventory, and operational processes.
Developed and managed the company's online sales activities across its own eCommerce platform and multiple marketplaces, working on opportunities to expand distribution, improve customer acquisition, optimize sales performance, and strengthen the overall digital presence.
Worked closely with suppliers, distributors, partners, and other stakeholders to identify commercial opportunities, improve processes, and develop new business relationships, while also contributing to day-to-day operational and strategic decisions.
This role provided hands-on experience in connecting marketing, eCommerce, sales, operations, partnerships, and business strategy, with a strong focus on identifying practical opportunities for sustainable business growth.

OSF Global Services

Search Engine Marketing Specialist
February 2018 - June 2018 (5 months)
Mureş, Romania

Responsible for developing and implementing brand awareness and audience development strategies, including employee branding and corporate branding initiatives designed to strengthen brand positioning, visibility, reputation, and engagement across digital channels.
Conducted ongoing research into online trends, target audiences, competitors, and industry developments to identify relevant opportunities and support data-informed marketing decisions. Developed brand and content strategies aligned with business objectives, ensuring consistent communication and positioning across channels.
Managed SEO and SMO setup and optimization to improve organic visibility, reach, and audience engagement. Planned, launched, managed, and optimized Google AdWords and Facebook Ads campaigns, focusing on increasing awareness, reaching relevant audiences, driving traffic, and supporting overall marketing objectives.
Contributed to building a stronger digital presence through coordinated branding, content, audience development, paid media, and organic visibility initiatives, while handling additional marketing activities related to brand growth and communication.

Tjobs S.A.

Online Marketing Specialist
June 2013 - September 2013 (4 months)
Mureş, Romania

Responsible for developing and implementing marketing strategies and paid media campaigns focused on increasing brand visibility, website traffic, customer acquisition, and overall business performance.
Conducted ongoing research into online trends, target audiences, competitors, and market developments to identify opportunities and support effective marketing decisions. Developed brand and content strategies aligned with business objectives and customer needs.
Managed SEO and SMO setup and optimization, with a focus on improving organic visibility, increasing website traffic, and strengthening the brand's digital presence. Planned, launched, monitored, and optimized Google AdWords campaigns, continuously adjusting targeting, budgets, and performance to improve results.
Worked toward achieving and exceeding established business, marketing, and sales objectives by combining organic and paid acquisition channels, analyzing performance, and identifying opportunities for continuous improvement.
Handled additional marketing activities and related tasks required to support brand growth, customer acquisition, and the overall effectiveness of the company's digital marketing efforts.

CBStore (Catalin Botezatu Official Store)
Online Marketing Specialist
September 2012 - June 2013 (10 months)
Mureş, Romania

Responsible for developing and implementing digital marketing strategies and paid media campaigns focused on brand growth, audience development, customer acquisition, website traffic, engagement, and revenue generation.
Conducted ongoing research into online trends, target audiences, competitors, and market developments to identify growth opportunities and support data-driven marketing decisions. Developed brand and content strategies aligned with business objectives, while managing SEO and SMO setup and optimization to improve organic visibility and website traffic.
Planned, launched, managed, and optimized Google AdWords and Facebook Ads campaigns, monitoring performance and continuously refining targeting, budgets, messaging, and campaign structure to improve reach, engagement, conversions, and overall efficiency.

Led brand development initiatives across social media channels, increasing brand awareness and establishing a stronger digital presence. Developed and grew online fan bases by identifying relevant audiences, building communities, encouraging engagement, and creating strategies designed to attract and retain users.
Managed affiliate marketing activities, including researching and selecting relevant programs and developing opportunities to generate additional traffic, customers, and revenue. Focused on attracting, engaging, converting, and monetizing new customers and audiences across multiple digital channels.
Worked toward achieving and exceeding established business, marketing, and sales objectives through continuous analysis, optimization, and identification of new growth opportunities, while supporting additional marketing activities required to strengthen the overall digital ecosystem.

ValuePlus

Car Rental Agent

May 2011 - October 2011 (6 months)

Kérkira

Worked part-time during my stay in Corfu, supporting the day-to-day operations of a car rental business and contributing to both customer service and fleet management.
Managed the available rental fleet, ensuring vehicles were properly allocated, prepared, and available for customers. Provided professional assistance throughout the rental process, including preparing rental agreements, handling related documentation, advising customers on suitable vehicles based on their needs, and ensuring a smooth overall experience.
Maintained direct communication with customers, addressed questions, issues, and complaints efficiently, and helped build positive customer relationships while promoting the company's rental services. Monitored market conditions and updated rental prices according to demand, competition, and seasonal trends.
Collaborated with internal teams to coordinate operations and ensure that vehicles, documentation, pricing, and customer requirements were handled efficiently and consistently.

MERCURY 360

Team Leader / Supervisor

August 2006 - November 2008 (2 years 4 months)

Mureş, Romania

Coordinated teams and promotional activations, primarily on retail projects. Project-based role (not full-time employment), carried out mainly in large retail stores, with responsibility for team coordination and the implementation of promotional campaigns. Recruited and trained the teams required for promotional activities, coordinated teams involved in activations and campaigns, and planned and implemented promotional activations in line with project and brand requirements. Managed promotional materials, resources, and logistics, monitored team activity and performance, and conducted regular performance evaluations. Provided guidance and training to team members, contributing to their development and improved performance. Monitored and optimized operational and logistics processes to ensure the efficient execution of projects, ensured compliance with quality, presentation, and service standards, and collaborated with internal departments and external partners to achieve common objectives.

Metro Cash and Carry
Commercial worker
November 2005 - May 2006 (7 months)
Mureş, Romania

This was my first job and my first professional experience as an employee, providing an important foundation for my future career and introducing me to structured workplace processes, teamwork, and day-to-day operational responsibilities.
Maintained an organized, welcoming, and efficient reception area while coordinating the receipt of incoming goods and ensuring deliveries were handled accurately and efficiently. Assisted with the proper storage of merchandise, ensuring products were kept in suitable and safe conditions. Worked closely with colleagues from different departments to resolve operational issues promptly and keep daily activities running smoothly. Contributed to maintaining a positive company image by providing reliable, professional service and ensuring that interactions with suppliers, colleagues, and visitors were handled appropriately.

Education

Universitatea „Petru Maior” din Târgu-Mureș
BS in Computer Science, Computer Science - College NOT finished, currently interrupted. · (2007 - 2009)

Aurel Persu

High School Diploma, Transportation/Mobility Management · (2003 - 2006)