

# Hurjui Mihai

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## EXPERIENCE

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### IBM

December 2024 - Present

Testing and personalization strategist

- Investigate and troubleshoot technical issues in A/B tests and personalized web experiences, working with engineers, analysts, and marketing teams to resolve problems quickly and accurately.
- Support the setup and maintenance of Adobe Target experiments, using APIs and built-in features to improve user experience and key business metrics.
- Share knowledge across teams by creating documentation and contributing to process improvements.

### HP Inc.

August 2020 - December 2024

Product owner - Adobe Target

- Led the setup and troubleshooting of A/B testing and personalization campaigns using Adobe Target to improve user experience and hit key performance targets.
- Worked closely with marketing, IT, and design teams to deploy Adobe Target features efficiently and resolve technical issues.
- Prioritized testing requests and updates based on business goals, ensuring timely rollout of optimizations and new features.

### HP Inc.

April 2018 - August 2020

Project manager - Landing Pages (EMEA)

- Managed the creation, updates, and troubleshooting of landing pages for product launches and campaigns across EMEA markets.
- Improved landing page performance by resolving technical issues and coordinating updates with marketing and development teams.

### HP Inc.

May 2016 - April 2018

- Held roles in content management and documentation, supporting digital operations with issue tracking, localization coordination, and content accuracy across multiple markets.

## EDUCATION

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### Academy of Economic Studies (ASE)

July 2020

*Bachelor's degree in marketing*

## SKILLS

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Technical troubleshooting; A/B testing; Prioritization and coordination; Issue investigation; Cross-functional collaboration; Documentation; Web operations; Analytical skills; Process improvement