

ALEXANDRU CONSTANTINESCU

Demand & Supply Analytics and Strategy | Market Entry & Digital Innovation Strategy

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• Romanian

Summary

Quantitative problem-solver across supply and demand who structures complex business problems, tests hypotheses with data and turns the findings into recommendations for non-technical audiences. Experience spans a market-entry engagement for a B2B2C client in the eco construction materials subsector (top grade in cohort), distribution-route optimisation for Danone's FanMilk in Ghana, Salesforce CRM solutions for project management, supply chain and sales teams and a geospatial technology start-up co-founded from scratch.

Education

Vrije Universiteit Amsterdam

09/2025 - 07/2026

MSc Marketing - Digital Marketing & Analytics

- **Thesis (8/10):** LLM-based extraction of pre-launch consumer signals as predictors of post-launch product sentiment for smartphone brands (GCP, BigQuery, Python and regression models).
- Project grades: ClayTec GTM & Customer Journey with controlling scenarios 9/10 (highest in cohort), travel-agency customer journey (13/15) and EA market response model 13/15 (both 2nd highest).

IU International University of Applied Sciences

08/2022 - 08/2025

BA Business Administration (Dual Award Program with London South Bank University)

- GPA 1.75 (German scale, 1.0 = best).
- **Thesis:** machine-learning and MINLP integrated tool to predict ad performance and optimise campaign budget allocation across digital ad channels (KPI prediction at 90% accuracy).
- **Quantitative modules:** Statistics, Business Mathematics, Operations Research, Data Science, Programming with Python, Economics, Linear Algebra.
- Grade 1.0 in Operations Research, Service Operations, Management Accounting and Salesforce courses.

Experience

4Growth Consulting

Freelance Subcontractor

06/2026 - 08/2026

Distribution network optimisation for FanMilk (Danone), Ghana

- Redesigned distribution routes for a consultant's distribution project for FanMilk (Danone), covering 263 stockists across 3 regional distribution centres by providing 3 different optimised solutions to this problem depending on the goal: driving hours, fuel cost saving and balanced. Achieved an average 10% reduction in costs across the scenarios.
- Broke the problem into 3 modules: territory design using clustering (helps sales people distribute their clients more efficiently), visit-frequency planning and truck routing, and benchmarked results against the client's existing routes.
- Diagnosed through root-cause analysis that a regional - local territory classification pushed ~90% of territories into single long cross-region tours, and replaced it with a demand-balanced design.
- Developed the platform solution, currently integrating it in the GeoRetail Intelligence Suite and augmenting it with additional open-sourced data.

GeoRetail Intelligence Suite

Co-founder

06/2026 - Present

Geospatial retail analytics for FMCG brands and retailers

- Coordinating the product scope: 18 documented use cases, a dependency-mapped roadmap and a 16 competitor analysis to position the offer.
- Developed and integrated the supply chain optimization module with 145 automated tests.
- Currently further augmenting and developing the platform by integrating real-time and batch data sources for foot traffic, store locations and positioning, neighbourhood analytics, competitor- and own- brand cannibalization at neighbourhood level.

Vrije Universiteit Amsterdam

Teaching Assistant - Data Analysis in R

06/2026 - 08/2026

- Coached 20 students on the basics of data analysis, statistics and data visualization in R. Showed them how to problem-solve issues in their code, use libraries and use their creativity to display key data for stakeholders.

Growly - Web Development & Digital Marketing

Bucharest

Part-time Digital Marketing Specialist & Co-founder

09/2022 - 10/2023

- Co-founded a 4-person web development and digital marketing agency.
- Ran competitor analysis and audits, then ran Facebook and Google Ads for 20+ clients, delivering average traffic growth of 40%.
- Turned multi-platform data into monthly reports with budget reallocation recommendations for clients and KPI tracking, resulting in avg revenue growth of 10%.

StudyPortals

Eindhoven

B2B Marketing Intern

01/2022 - 07/2022

- Defined 5 customer personas in a segmentation project and shared them with the marketing team to improve targeting, contributing to 28% follower growth and 17% engagement growth on LinkedIn. Supported 12+ cross-channel B2B campaigns.

Key Consulting Projects

B2B2C Market Entry & Segmentation - ClayTec (project grade 9/10, top of cohort)

10/2025 - 12/2025

- Mixed-methods market research: Ran 7 interviews with Dutch craftsmen that revealed adoption barriers, zero brand awareness and customer types; validated it by solely building a 4-stage quantitative funnel (CBS, KVK, permit data) narrowing 46,000 firms to 33,282 addressable prospects across the 4 segments.
- Led the middle- and lower-funnel design of the 5-stage customer journey (10 touchpoints per segment) and created the full KPI structure for every step and channel, with measurement tactics, thresholds, and adjustment scenarios.

Key Consulting Projects

Customer Tier Mobility - Rituals Cosmetics - project grade 8/10 (NDA-protected) 10/2025 - 12/2025

- Increased loyalty tier advancement by designing behavioral-based retention system using ML-based customer clustering and gamification.
- Defined the data and system requirements needed to support personalisation beyond standard CRM capabilities, and presented the strategy to Rituals stakeholders and the VU assessment committee.

Customer Journey & Media Impact - Dutch Travel Agency - project grade 13/15, 2nd highest 02/2026 - 03/2026

- Analyzed 246K touchpoints to explain why 99.2% of customers were lost; PCA and k-means found 3 segments with conversion rates from 1.8% to 30.8%, and different decision-making journeys. Translated the findings into targeting strategies for non-technical audiences.

Mexico Market Entry Strategy - CanCan (Renegade Wines) 09/2021 - 12/2021

- Part of the team that built the full market-entry plan: research, supply chain & distribution, marketing, HR, financials and marketing & sales. Owned marketing, HR and controls; presented to the brand's founders.
- Created a cost-effective, viral marketing plan using guerrilla strategies. Inspired by Samplia vending machines in Romania, targeted cities/retailers, set shelf prices, and developed KPIs considering inflation and fuel costs. Projected profitable by year one.
- Presented and consulted the brand's founders on our findings and strategy, handing in relevant documentation and studies.

Other relevant projects

EA Games Marketing Mix Model - grade 13/15 (03 - 04/2026)

Reverse-engineered EA's pre-launch media strategy across 16 game launches; found reverse causality between buzz and sales and recommended a paid-media threshold (20 tweets/week) and content timing (2.5 weeks pre-launch).

Competitive Intelligence platform (06/2025)

Created no-cost hybrid solution comparing 5 ecommerce apps using Google Play reviews and SERVQUAL to assess consumer's perceptions. Achieved 60% higher accuracy results than standard solutions. Focal brand: Amazon

B2B Sales Operations Automations in Salesforce (03 - 04/2025)

Custom Salesforce solution to track and attribute partner performance, opportunity pipeline and revenue attribution. Automated manual tasks.

Supply Chain Management System in Salesforce for Drone Start-up (02 - 03/2025)

Custom Salesforce solution for procurement of a drone start-up. Solution included automated email updates, KPI-tracking per supplier, notification systems about deliveries and low/out-of-stock items.

Attribution & Budget Allocation platform (08/2025 - 08/2026)

Used Markov chain and Shapley value attribution models to measure each channel's contribution; automated the data pipeline into Salesforce. Focal brand: Buncq

Where to Expand and How: Plant-Based Food Producer - 90/100 (1.7/1.0 in German grading) (10 - 12/2024)

Created a hypothetical international expansion using Ansoff, Porter's strategies, PESTEL, Five Forces and SWOT/TOWS; recommended cost-focus positioning, home-market growth before new markets, and export or partnership entry depending on new market difficulty. Part of Corporate Governance & Strategy course.

Leadership Experience

AtLink - Marketing Coordinator & Co-Founder

Coordinated a 5-person marketing team for an app providing influencers and online marketers with AI-based content suggestions and early trend-spotting. Secured an angel investor and a €10,000 funding round.

Kronos Robotics Club - Project Lead

Led 12-person robotics team in FTC robotics. Secured €25K in sponsorships. Organized 10 workshops, 5 demos, 5 events. Built alliances with 154 teams globally to exchange tech knowledge.

Junior Achievement competition - Budgeting & Distribution

Designed and manufactured robotics kits used to teach high-school students mechatronics and coding. Ranked 3rd out of 250+ teams nationally and reached the national finals.

Skills

Strategy & Research:

Market sizing (TAM/SAM) · Customer segmentation · Porter Five Forces · PESTEL · SWOT/TOWS · Ansoff · SERVQUAL · Financial & KPI scenario modelling · Mixed-methods research · Quantitative research · Qualitative research · Stakeholder communication & presentations

Modelling & optimisation: Regression · Panel modelling · Optimisation · Geospatial analytics · Clustering · Prediction · Attribution & Marketing Mix Modelling

Digital & tech:

LLM · NLP · Python · R · Excel · Tableau · PowerBI · Data Visualization · GCP / BigQuery · SQL · Claude Code · CRM - Dynamics 365; HubSpot; Salesforce

Self-study from IU Masters' materials (2023 - 2025)

Business Intelligence — Databases, Data Visualization in Tableau/PowerBI, ETL technologies

Applied AI in Supply Chain Management — Statistical modelling, ML, DNNs and multi-agent systems to predict competitor & customer behavior, demand and optimize inventory

Applied AI in Marketing & E-Commerce — How AI supports personalisation, customer targeting and growth

Languages

English Fluent

Romanian Native