Daniel Dobriță

Management & Digital Consultant

I find opportunity where others see a dead end, and turn it into businesses and processes that work.

BRAȘOV, ROMANIA



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LINKEDIN
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€1.5M+
budget managed

2,000+
direct contracts

21+
years in the field

Profile

Entrepreneur with several start-ups built from scratch and 21+ years in management, sales and digital. I built some of Romania's first digital tourism platforms: TourismGuide.ro became the country's most visited tourism portal, and AllSeasons.ro grew from an idea to a team of 35, 2,000+ contracts and over €1.5 million in annual budget, before being acquired by a Polish group.

What I bring to a business isn't a single skill, but the rare combination of commercial vision, operational execution and the ability to build teams and processes that perform and scale.

Experience

FEB 2012 – PRESENT
Profi Shares SRL
Management & Digital Consultant
I manage and deliver know-how for 12 active businesses (page 2).

AUG 2020 – DEC 2021
DeMedia.ro
Marketing & Project Manager, D & M Commerce Industrie

APR 2016 – JAN 2019 EXIT
XWEBING
Founder & Online Business Development Manager

DEC 2011 – DEC 2012
eTravel S.A.
Country Manager

JUN 2011 – DEC 2012
YieldPlanet Romania LTD
Sales & Marketing Manager

APR 2003 – APR 2012 EXIT
NETMEDIA Romania
Founder & CEO, AllSeasons.ro
Team of 35, 2,000+ contracts. Acquired by a Polish group.

APR 2003 – APR 2010
TourismGuide.ro
Founder & Owner
Romania's most visited tourism portal.

2003 – 2004
Lightning Computers LTD
System Administrator

How I can help

Sales & business development
Sales strategy built together with the marketing plan.

Operations management & teams
Departments built, teams led, clear processes and transparent reporting.

Digital, eCommerce & online strategy
Architecture and UX, SEO, performance, visibility in AI search (GEO).

Opportunity identification & scaling
An outsider's view of what can't be seen from the inside.

Ways of working together

Independent Consultant
defined project, committed deliverables

Co-founder with Equity
risk and results shared together

Interim / Fractional Manager
I temporarily lead a team or department

Board Advisor
periodic strategic involvement

Sectors of interest

Digital & eCommerce
Tourism & hospitality
Transport & logistics
Healthcare

Active Projects & Partnerships

I manage and deliver know-how for 12 businesses, some of them for over 10 years.

ZilesiNopti.ro
10+ YEARS

SEO Consultant & Project Manager

Digital strategy, organic traffic optimization.

zilesinopti.ro

BizBrasov
10+ YEARS

Platform development & maintenance

Platform development and optimization consulting, for maximum organic and direct traffic.

bizbrasov.ro

Spitalul Municipal Săcele
5+ YEARS

Platform development & maintenance

Clear, easy-to-find information for patients.

spitalsacele.ro

Herbal Therapy Deutschland
3+ YEARS

Platform development & online consultant

Digital strategy for the German market.

herbal-therapy.de

fwdBV
3+ YEARS

Platform development & maintenance

Editorial platform for Brașov's business and culture magazine.

fwdbv.ro

Vama Chalet
2+ YEARS

Website development & online marketing

Online booking platforms and social media content.

vamachalet.com

WSA Group
2+ YEARS

Platform development & online marketing

Local and national online presence: SEO, GEO, Google Ads, social media.

wsagroup.ro

Tâmplaru cu radio
2+ YEARS

Platform development & online consultant

Digital presence and niche content.

tamplarucuradio.ro

Direct Aeroport
1+ YEAR

Platform development & online consultant

Digital platform and online visibility strategy for premium shuttle transport.

directaeroport.ro

IT Audit PNRR
SINCE 2026

Founder & IT audit consultant

DESI audits for SMEs accessing PNRR digitalization funds (Romania's Recovery and Resilience Plan).

auditpnrr.ro

Pasta & Basta
SINCE 2026

App development & marketing strategy

The app and the online and offline marketing strategy for the AFI Brașov location.

pastaebasta.net

Crouton
SINCE 2026

Online & offline marketing strategy

Social content and marketing strategy for AFI Brașov and Coresi Shopping Resort.

crouton.ro

Other completed projects: Cinemap.ro · DeMedia.ro · Fit4Pro.ro · herbal-therapy.ro · Medair.ro · NiculinaGheorghita.ro · Roalimenta.eu · Weider.ro

Strategic partners

KIKLAB
STRATEGIC PARTNER SINCE 2020

Digital agency founded by Cristi Pache. The ecosystem through which I apply strategy and project management, from plan to execution. My role: PM & Sales.

kiklab.ro

ROMARG
INFRASTRUCTURE PARTNER

Hosting, servers and colocation for the projects I develop and run.

romarg.ro

Zile și Nopți
MEDIA PARTNER, 10+ YEARS

Culture and lifestyle brand with 25+ years of history: a monthly magazine and an events portal. I'm the SEO Consultant & Project Manager.

zilesinopti.ro