



👤 24 years

♀ Female

📍 Chișinău

in

TOP Skills

- **Marketing** · 2 years
- **Negotiation Skills** · 2 years
- **Time Management** · 2 years
- **Project Management** · 2 years
- **Sales** · 1 year
- **Customer Service** · 1 year

Preferences

- Full-time
- In-house
- Hybrid

Languages

- **Romanian** · Fluent
- **Russian** · Native
- **English** · Communication

Datele de contact sunt contra cost. Detalii aici: <https://www.rabota.md/ro/prices/cv>

Marketing Manager

About me

Project manager with over 3 years of experience in marketing and communications. Skilled in leading cross-functional teams, developing marketing strategies, and executing digital campaigns. Successfully managed over 20 projects, ensuring alignment with business objectives and timely delivery.

Work experience

Project Manager · Kooperativa · Chișinău

June 2024 - May 2025 · 11 months

- Managed over 20 marketing and IT projects from planning to launch, consistently achieving project objectives and ensuring on-time delivery.
- Built and coordinated project teams of up to 10 specialists. Helped the team understand business goals and user context, which improved the quality of deliverables and reduced revision cycles.
- Established structured communication with clients, aligning expectations and guiding them through the development process.
- Conducted post-project reviews and analyzed digital campaign metrics (e.g. CTR >2% in niche projects), as well as qualitative results from focus groups.
- Successfully implemented major national and international marketing and communication projects:
 1. National Wine Day 2024: drew 150,000+ visitors, 120,000+ bottles sold.
 2. Public Health Campaign (with the Ministry of Health): achieved 75% message recall — participants could explain key messages and actions in case of stroke symptoms.

Skills: Marketing Analytics, Negotiation Skills, Customer Satisfaction, Task Management, Time Management, Marketing, Project Management

Marketing Manager · NewsMaker · Chișinău

September 2022 - June 2024 · 1 year 10 months

- Recommended appropriate services to clients based on prior engagement, contract volume, business goals, and brand specifics.
- Collected client needs, drafted detailed briefs, oversaw

timelines, reviewed deliverables, and ensured that the output matched expectations. This tailored approach led to 75% of content-service clients returning for follow-up projects.

- Improved client retention by initiating regular follow-ups, analyzing inactive accounts, and offering targeted proposals. As a result, total client return rate grew by 50% during my time with the company.

- Grew the number of media partnerships by 150%, improving brand presence at industry events and expanding content distribution.

- Built and managed a reader support initiative that grew the number of monthly patrons from 20 to 140, with <5% churn over two years.

Skills: Negotiation Skills, Sales, Time Management, Project Management, Marketing, Customer Service, Community Management

Brand Manager · Panda Tur · Chişinău

June 2022 - September 2022 · 4 months

- Supervised content creation, conducted market and competitor research, including mystery shopping, to better understand positioning and customer experience.

- Organized 8 events to promote the company at festivals, managing logistics and ensuring consistent brand presentation.

- As a result, at least 3 attendees per event followed up with the company for tour inquiries.

- Recruited volunteers and student support staff, and secured partner deals — reducing event costs by approximately 30%.

Skills: Team Working, Content Creation, Marketing Strategy, Marketing, Event Management

Desired industries

- IT, Tech
- Marketing / Advertising / PR

Education: Incomplete higher

Moldova State University

Graduated in: 2023

Faculty: Economics

Speciality: Marketing and Logistics

Courses, trainings

Project Management in IT

Graduated in 2024

Organizer: Tekwill Academy