

PERSONAL INFORMATION

Mihai Pociumban



 Dumitru Râșcanu 20/1, MD - 2024 Chișinău (Moldova)

 (+373) 68 235 169  (+34) 644 132 864

 mihai.pociumban@gmail.com

Sex Male | Date of birth 14/11/1991 | Nationality Moldovan

WORK EXPERIENCE

01/12/2013–01/08/2014

Journalist

Diez.md, Chișinău (Moldova)

- following the political events happening in the country and worldwide,
- writing a neutral analysis of the political situation,
- writing interviews and translations,
- taking part in different political and social events,
- taking care of Social Media coverage of the material.

01/10/2014–25/05/2015

Trainer

Parteneriate pentru fiecare copil, Chișinău (Moldova)

- Communication with children from the age of 11 to age of 16
- Delivering information about the children's rights through non-formal educational methods,
- Team building and communication activities,
- Conflict solving and discussion on the problematic topics (minorities, human rights)

27/07/2015–10/12/2015

Social Media Manager

Webmaster Studio, Chișinău (Moldova)

- Looking over the social media updates,
- Article writing and translating content,
- Interacting with customers on social media, raising the number of customers,
- Creating unique content and media plan,
- Establishing an updated Google Adwords campaign, working with Power Editor and Facebook Ads
- Work with Photoshop and Adobe Illustrator

10/12/2015–22/05/2016

Trainer

Parteneriate pentru fiecare copil, Chișinău (Moldova)

- Communication with children from the age of 11 to age of 16
- Delivering information about the children's rights through non-formal educational methods,
- Team building and communication activities,
- Conflict solving and discussion on the problematic topics (minorities, human rights)
- Tracking of success and implementation of the knowledge given a year before

01/05/2016–01/03/2019

Social Media Marketing

PProfile Agency, Chişinău (Moldova)

- Creating marketing strategies
- Deliberate planning and goal setting
- Development of brand awareness and online reputation
- Content management
- Promotion a big scale festivals (1000 - 10000 people)
- Create a regular publishing schedule.
- Implement a content editorial calendar to manage content and plan specific, timely marketing campaigns.
- Promote content through social advertising.
- Close work with Public Relations and Designer departments
- Promotion of brands and events thorough Social Media instruments
- Reporting and analyzing of results in consideration of monthly KPI
- Working with Facebook Ads and Google Ads

01/04/2019–01/09/2019

Social Media and Advertising

Agentie VIE, Bucharest (Romania)

- Working with Facebook and Google Advertising
- Reporting and quality measurement of campaigns
- Participating in developing marketing strategies
- Content creation
- Aid in funnel building

PERSONAL SKILLS

Mother tongue(s) Romanian

Foreign language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	B2	B2
Russian	C2	C2	C1	C1	B2
Spanish	A2	A2	A1	A1	A1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
Common European Framework of Reference for Languages

Communication skills

Good team working gained through the participation in the project Business Arena and the conference Moldova Training Conference 2013 and in the AIESEC organization, also as a member of debate team.

Intercultural communication, gained through the professional experience in the USA. I won the 2nd place at the competition Debate in November 2014.

Communication with children, gained through the activity as a facilitator, also training delivery competences.

A team player that is never afraid to go forward, i listen to my teammates and cooperate.

Organisational / managerial skills

Team management in the project Hai Moldova. I was responsible of the team made of the AIESEC, TedEx and Scouts Moldova volunteers.
Organizational experience gained during the conference Moldova Training Conference in AIESEC and

the university experience.

- Job-related skills**
- Good understanding of the digital marketing environment
 - User of the analytical tools (Facebook, Google Analytics, Yandex Metrica)
 - Good knowledge of basic graphic design (Photoshop, Canva, Snappa)

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem-solving
Proficient user	Proficient user	Independent user	Independent user	Independent user

Digital skills - Self-assessment grid

- Other skills**
- Passionate reader, one of the founding members of the Moldovan Science Fiction and Fantasy Community
 - Poetry enthusiast, published in a small anthology of poetry
 - Debates : long time debated, debate judge