

Name:	Ivan Faina
Position for this Contract:	Director AP FINE-DIGITAL SRL
Nationality:	MD
Contact information:	+373 68 30 2000 / ivan@finedigital.me
Countries of Work Experience:	Republic of Moldova
Language Skills:	Romanian – native / English – good / Russian – good
Educational and other Qualifications:	2010-2012 SCHOOL MASTER IN ECONOMICS AND BUSINESS EXCELLENCE, ACADEMY OF ECONOMIC STUDIES Chisinau, Republic of Moldova Advertising and PR Specialization 2007-2010 ACADEMY OF ECONOMIC STUDIES Chisinau, Republic of Moldova Marketing and Logistics Specialization 2003-2007 NATIONAL COLLEGE of TRADE Chisinau, Republic of Moldova Accounting Specialization

SUMMARY OF EXPERIENCE:

FINE DIGITAL

Chisinau, Republic of Moldova | March 2021 – present

OWNER | Digital Marketing Specialist and Site Development

Client portfolio management: Fashion, Beauty, Agriculture, B2B, IT, Legal services industries

- Creation and implementation of digital marketing strategies;
- Marketing audit of the clients;
- Budgeting marketing activities of portfolio companies (year/quarterly/month);
- Launching, monitoring and analysis of digital marketing campaigns;
- SMM;
- Site development.

INDIGO GRUP IN AFFILIATION WITH MEDIACOM

Chisinau, Republic of Moldova | April 2017 – March 2021

Digital Marketing Director

- Client portfolio management: Banking, Microfinance, Franchise, FMCG, Pharma, Construction etc.
- Creation and implementation of clients marketing strategies;
- Marketing audit of the clients;
- Budgeting marketing activities of portfolio companies (yearly/quarterly/monthly);
- Launching, monitoring and analysis of digital marketing campaigns;
- Elaboration of post buy reports of campaigns;
- Creating social media strategies (Content plan + ads): Facebook, Instagram, My Target.

OM CREDITS 2 ALL SRL

Chisinau, Republic of Moldova | June 2016 – March 2017

Marketing manager

- Development and implementation of the Brand strategy;
- Budgeting marketing activities for a year and per month;
- Managing the marketing budget (approx. 150K annual);
- Planning and executing online campaigns. Administration of Google Ads account, Facebook page, My Target (www.ok.ru);
- Create content for site, on page and off page;
- Planning and executing offline campaigns, OOH, public transport advertising etc.;
- Collaboration and communication with local advertising agencies and studios for TV video production and OOH placement;
- Managing the phone and site surveys about marketing channels effectiveness and efficiency;
- Weekly and monthly reporting: advertising channel effectiveness and efficiency, costs per sale (CPS), cost per acquisition (CPA), web conversion rate, success funnel of online and offline channels.
- Competition monitoring by channel of advertising.

ACADEMY OF ECONOMIC STUDIES

Chisinau, Republic of Moldova | September 2012 – Present

University lector, Marketing and Logistics Cathedra

- Responsible for assessing students on the objects as logistics and marketing in specialties Business and Administration, Accounting and Tourism; / Starting with 2016, master classes of Online Marketing and Media Planning.

NATIONAL ASSOCIATION OF MARKETING

Chisinau, Republic of Moldova | 2012 – Present

Co-founder and Projects Manager

- Directly responsible for project implementation (negotiation, management, logistics and deadline);
- Responsible for issuing brand books, market analysis, presentation for different companies which are interested in our market services.

MOLDCELL SA, part of TeliaSonera Sweden

Chisinau, Republic of Moldova | September 2014 – June 2016

Digital, Web and Social Media

- Developing and implementing online strategy of the company Moldcell SA;
- Responsible for site maintenance www.moldcell.md;
- Responsible for online projects like: e-shop, e-ticket, android and iOS applications etc.
- Responsible for Social media pages;
- Web analytics: Google Analytics, Social Bakers, Facebook insights.

NEWS MEDIA ONLINE Ltd

Chisinau, Republic of Moldova | 2011 – 2015

Co-founder and General Manager (www.stirilocale.md, www.agrobiznes.md)

- Budget planning and company accounting;
- Negotiating contracts and partnerships;
- Branding and rebranding of the sites.

FANFAN.MD

Chisinau, Republic of Moldova | February 2014 – February 2015

Marketing Manager

- Internet marketing: responsible for content on the site www.fanfan.md, Facebook page administrator, online promotions;
- CRM management;
- Planning, implementation and managing marketing activities.

CONVEL Ltd

Chisinau, Republic of Moldova | July 2012 – April 2013

Marketing Manager

- Planning, implementation and managing marketing activities;
- Facebook page administrator, online promotions;
- Competition monitoring by channel of advertising.

JURNAL TRUST MEDIA

Chisinau, Republic of Moldova | February 2010 – 2011

Executive Producer, News Department, Jurnal TV channel

Producer, Financial Journal program, Jurnal TV channel

Reporter, Economic Department, Jurnal TV channel

- As a reporter, the main responsibility was to the most informed journalist on economic issues as Jurnal TV was 24/24 news television
- Writing and drawing a minimum 5 economic and business news per day, two national and three international;
- As a producer, to broadcast the Financial Journal and managing the department of economic news;
- As executive producer, planning news in a half a day and team leader of the editorial that had approx. 70workers.

COSMOBIL Ltd

Chisinau, Republic of Moldova | May 2007 – August 2009

Administrator of Mobile Phone Store

Customer Sales Representative

- Administration and selling mobile phones in a phone shop, mobile products and services;
- The main rule was: more sales, more sales

RELEVANT EXPERIENCE (FROM MOST RECENT):

SUPERNOVA DIGITAL SUMMIT CHISINAU 2019

Chisinau, Moldova | October 2019

Speaker: The big picture of making a digital strategy
(<http://supernova.novaweb.md>)

UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT

Chisinau, Moldova | October 2018

Trainer, Practical training course on online/social media for communication professionals of the Ministries of the Government of the Republic of Moldova

ONLINE VIDEO ADS CONFERENCE 2018

Chisinau, Moldova | October 2018

Speaker, YouTube for Performance: Turn attention into action with video Ads
(<http://novaweb.md/conference/>)

ICEE FEST 2018 – DIGITAL AND TECH CONFERENCE

Bucharest, Romania | June 2018

Digital Marketing Trainings

DIGITAL DAY 2018 – INTERNET MARKETING AND ADVERTISING ANNUAL CONFERENCE

Chisinau, Moldova | March 2018

Speaker, My Target - My Channel, My Sales, My Results. (<https://goo.gl/gCBe8K>)

TELIASONERA EURASIA

Istanbul, Turkey | January 2015

Training, Digital Marketing

POLISH-CZECH-SLOVAK SOLIDARITY FOUNDATION

Warsaw, Poland | April 2013

Training, Promoting Independent Media Through Desktop Publishing

HUSQVARNA GROUP

Jönköping, Sweden | August 2012

Training, Digital marketing

ANTENA 1 & ANTENA 3 TV CHANNELS

Bucharest, Romania | December 2010 | Training, the Management of News Editorials

ADDITIONAL INFORMATION

Computer: MS Office, Facebook / Google Ads, Google Analytics, Photoshop (beginner), Joomla, WordPress, Drupal, CS CART. PrestaShop,

Interests: Corporate strategy & transformation, geopolitics, philosophy, consumer behavior, literature

Hobbies: Football (Soccer), reading, jogging.