

Dorina Turcanu

Marketing Manager



Personal details

-  Dorina Turcanu
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Skills

Digital Strategy Development, Content Creation and Management, Social Media Marketing, Email Marketing, Analytics and Reporting, Event Planning and Management, Budget Management, Marketing and Promotion, On-Site Event Coordination, Post-Event Evaluation, Communication Skills, Team Collaboration, Problem-Solving and Adaptability, Attention to Detail.

Languages

- English
- Russian
- Romanian
- French

Education

- High School Education** Sep 2015 - May 2018
"Ginta Latina" Theoretical High School, mun. Chisinau
- Bachelor's degree in Marketing** Oct 2018 - Jul 2021
Alexandru Ioan Cuza University, Iasi
- Master's Degree in Economics and International Business** Oct 2022 - Jul 2024
Alexandru Ioan Cuza University, Iasi

Employment

- Digital Marketing Manager** May 2022 - Present
Fintech Hub, Chisinau
 - Developed and executed comprehensive digital marketing strategies to enhance brand visibility and drive user acquisition through targeted social media marketing and email campaigns;
 - Led content creation efforts, including blog posts, social media updates, and email campaigns, optimizing for engagement and conversion using data-driven insights;
 - Monitored and analyzed digital marketing performance using tools like Google Analytics, generating reports to measure ROI and guide strategy adjustments.
- Marketing and Events Coordinator** Jul 2021 - Present
Tekwill in Every School, ATIC, Chisinau
 - Organized and managed a range of events, including conferences, workshops, and networking sessions, ensuring seamless execution and high attendee satisfaction.
 - Designed and implemented marketing campaigns to promote events and increase brand awareness, utilizing social media, email marketing, and other digital channels.
 - Monitored and evaluated event and marketing campaign performance, generating reports to assess effectiveness and inform future strategies.
 - Conducted market research to identify trends and audience preferences, using insights to develop targeted marketing strategies and enhance campaign effectiveness.
 - Maintained and strengthened the Tekwill brand presence across various digital and traditional platforms, ensuring consistent messaging and visual identity.
 - Created compelling marketing content, including graphics, videos, and blog posts, and managed distribution across appropriate channels to maximize reach and engagement.
- Digital Marketing Coordinator** Apr 2023 - Present
Tekwill, Chisinau
 - Planned and executed digital marketing campaigns across various platforms, including social media, email, and online advertising, to drive engagement and lead generation.
 - Created and managed high-quality content for Tekwill's digital channels, including website updates, and social media content, optimizing for SEO and audience engagement.
 - Worked closely with cross-functional teams to align digital marketing initiatives with overall business objectives and ensure cohesive brand

messaging.

- Developed strategies to engage and grow Tekwill's online community, fostering meaningful interactions through targeted content and social media management.
- Monitored industry trends and emerging digital marketing tools, incorporating innovative practices into campaigns to stay ahead of the competition.

Podcast Producer

Apr 2020 - Jul 2020

[Tekedu, Chisinau](#)

- Designed and developed podcast concepts and episode outlines, ensuring alignment with Tekedu's brand and audience interests;
- Managed the scheduling and coordination of guest appearances, conducted interviews, and ensured smooth integration of guest contributions into episodes;
- Monitored listener feedback and engagement metrics, using insights to refine content strategy and improve the overall podcast experience;
- Host of the podcast.

Coordinator of content for the project Digital Education

Apr 2020 - May 2020

[Directorate of Education, Youth and Sports, Chisinau](#)

- Streamlined functions by developing and implementing processes and task management ticket systems;
- Led team of copywriters and content writers to oversee results of job performance.

Public Relations Coordinator

Sep 2019 - May 2020

[ATRAG, Iasi](#)

- Crafted and executed comprehensive PR strategies to enhance ATRAG's brand visibility and reputation, targeting key media outlets and stakeholders.
- Developed compelling press materials, including press releases, articles, and speeches, tailored to various media channels and audience segments.
- Tracked and analyzed media coverage and public sentiment, providing detailed reports and insights to assess PR campaign effectiveness and inform future strategies.

Presenter "Children's Time" Show

Oct 2017 - Sep 2018

[Company "Teleradio-Moldova", Chisinau](#)

Hosted and presented episodes of the "Children's Time" show, engaging young audiences with interactive and educational content in an entertaining manner.

Manager Assistant

Sep 2017 - Jun 2018

[Tekwill, ATIC, Chisinau](#)

- Supported the planning and execution of organizational events, including conferences, workshops, and meetings, managing logistics and ensuring successful outcomes;
- Contributed to project management tasks by tracking progress, maintaining project documentation, and assisting with project coordination.