

IGOR BARDA

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Professional Summary

Results-driven Digital Marketing Specialist with 6 years of experience in performance marketing, campaign management, and strategic growth planning across Meta Ads, Google Ads, Apple Search Ads, LinkedIn Ads, and TikTok Ads. Proven track record in mentoring, launching PPC-focused teams, and running international campaigns. Founder of a digital marketing agency and an experienced mentor in Facebook Ads education. Strong analytical mindset, multilingual, and certified in digital advertising platforms.

Core Competencies

- Paid Media Strategy (Meta, Google, TikTok, Apple Search, LinkedIn)
- Performance & Conversion Optimization
- Campaign Structuring & Funnel Design
- Marketing Analytics (GA4, Clarity, HubSpot, Looker Studio)
- CRM, Lead Generation & Retargeting
- E-commerce & App Marketing
- Team Leadership & Client Communication
- A/B Testing & Reporting
- International Freelance Project Management

Certifications

- Google Digital Marketing & E-commerce Specialization
- Google Analytics Individual Qualification
- Apple Search Ads Certification

Work Experience

Promocrat – Performance Marketer

October 2024 – Present | Chisinau, Moldova

- Leading paid media strategy across Meta and Google for multiple B2B and B2C clients

- Coordinating creatives, A/B testing funnels, and optimizing ROAS in active campaigns
- Working cross-functionally with design and client teams

Tekwill Academy – Facebook Ads Mentor

December 2023 – Present

- Developed and delivered a structured Facebook Ads course from beginner to advanced level
- Recorded video lessons, practical tasks, and workshops for aspiring marketers
- Mentored over 200 students with high course completion and satisfaction rate

Fintech Lab – PPC Campaign Manager

May 2023 – February 2025

- Managed high-budget Google & Meta campaigns in the fintech space (lead gen, app install)
- Conducted data analysis and implemented automation scripts for performance improvement

Volt Finance – Growth Lead

November 2023 – October 2024

- Oversaw multichannel digital strategy (SEO, Paid, CRO) for a financial startup
- Scaled acquisition by integrating analytics, CRM automation, and performance channels

LE BURRO – Targeting Specialist

November 2020 – May 2023

- Ran targeted Meta campaigns for regional clients, focusing on e-commerce and services
- Built dashboards to track KPIs and optimize targeting

Business Expert – Social Media Manager

June 2020 – September 2020

- Managed social media content and Meta Ads for local consultancy clients

VOLTA SRL – Advertising Executive

August 2019 – June 2020

- Worked on offline/online advertising for electronics retail chain

Education

Universitatea de Stat din Moldova

Bachelor's Degree in Marketing & Logistics

2018 - 2022

Languages

- Romanian - Native

- Russian - Native

- English - Full Professional