



Denis Balaban

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WORK EXPERIENCE

2 JUL 2020 – 3 MAY 2021 Chisinau, Moldova

MEDIA BUYER AND PLANNER ASAP MEDIA

- **Campaign Planning and Strategy Development:** Spearheaded the development of comprehensive advertising strategies tailored to client objectives, ensuring alignment with broader marketing goals. This involved detailed market research, audience analysis, and budget allocation to maximize campaign effectiveness.
- **Facebook Ads Management:** Managed all aspects of Facebook advertising campaigns, including setup, targeting, and bidding strategies. Utilized advanced features of Facebook Ads Manager to optimize campaigns for specific objectives such as brand awareness, lead generation, or direct sales.
- **Performance Analysis and Reporting:** Regularly monitored and analyzed campaign performance using Facebook Insights and other analytics tools. Prepared detailed reports highlighting key performance indicators (KPIs), insights on audience engagement, and recommendations for future campaigns.
- **Budget Management and Optimization:** Oversaw the advertising budget, ensuring efficient allocation of resources across campaigns. Continuously optimized spend based on performance data to achieve the best possible return on investment (ROI).
- **Collaboration and Coordination:** Worked closely with cross-functional teams, including content creators, graphic designers, and other marketing professionals, to ensure cohesive campaign execution. Provided strategic guidance on ad content and creative direction to align with campaign goals.
- **Market Trends and Platform Updates:** Kept abreast of the latest trends in digital advertising and Facebook platform updates. Regularly updated strategies to leverage new tools and features, maintaining a competitive edge in dynamic digital landscapes.

23 MAY 2021 – CURRENT Chişinău, Moldova

SENIOR MEDIA BUYER PURPLE MEDIA

- **Campaign Planning and Strategy Development:** Spearheaded the development of comprehensive advertising strategies tailored to client objectives, ensuring alignment with broader marketing goals. This involved detailed market research, audience analysis, and budget allocation to maximize campaign effectiveness.
- **Facebook Ads Management:** Managed all aspects of Facebook advertising campaigns, including setup, targeting, and bidding strategies. Utilized advanced features of Facebook Ads Manager to optimize campaigns for specific objectives such as brand awareness, lead generation, or direct sales.
- **Performance Analysis and Reporting:** Regularly monitored and analyzed campaign performance using Facebook Insights and other analytics tools. Prepared detailed reports highlighting key performance indicators (KPIs), insights on audience engagement, and recommendations for future campaigns.

- **Budget Management and Optimization:** Oversaw the advertising budget, ensuring efficient allocation of resources across campaigns. Continuously optimized spend based on performance data to achieve the best possible return on investment (ROI).
- **Collaboration and Coordination:** Worked closely with cross-functional teams, including content creators, graphic designers, and other marketing professionals, to ensure cohesive campaign execution. Provided strategic guidance on ad content and creative direction to align with campaign goals.
- **Market Trends and Platform Updates:** Kept abreast of the latest trends in digital advertising and Facebook platform updates. Regularly updated strategies to leverage new tools and features, maintaining a competitive edge in dynamic digital landscapes.

● **LANGUAGE SKILLS**

Mother tongue(s): **ROMANIAN**
Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
RUSSIAN	C1	C1	C1	C1	B2
ENGLISH	B2	C1	B2	B2	C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **DIGITAL SKILLS**

Microsoft Office | Creativity and Attention to Detail. | Advanced Computer Skills | 📺Fast Learner