




Tatiana Sedletchi

Date of birth: 02/06/1986

Nationality: Moldovan

Gender: Female

CONTACT

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MD-2069 Chisinau, Moldova
(Work)

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WORK EXPERIENCE

06/2015 – CURRENT Chisinau, Moldova

Head of Information and Advertising Department University of European Studies of Moldova

Administration of the university website;
Administration of Social Media, Search & Display advertising;
Elaboration of promotional materials;
Monitoring of periodical publications;
Organization of events;
Personnel management.

Business or Sector Education | **Department** Information and Advertising

12/2017 – CURRENT Chisinau, Moldova

Media Manager Anodilia SRL

Strategic Media Planning:

1. Analysis of the competitive environment,
2. Development of the strategic promotion plan,
3. Media market analysis,
4. Carrying out reports on changes in the media market situation,
5. Document control.

Tactical Media Planning:

1. Monitoring media placement,
 2. Organization of reporting according to graphs,
 3. Media buying control.
- Daily work with clients, instant change according to requests.

Internal reporting.

Elaboration of media offers.

Participation in media tenders.

Business or Sector Administrative and support service activities

02/2023 – CURRENT Chisinau, Moldova

Marketing manager SC „SEDARN SERVICE”

Administration of the web page;
Administration of the facebook page;
Administration of the Google My Business page.

03/2015 – CURRENT Chisinau, Moldova

Web Master Liceul Teoretic European

Administration of the page on the university website;
Administration of Social Media, Search & Display advertising.

02/2013 – 06/2015 Chisinau, Moldova

Economist University of European Studies of Moldova

05/2011 – 03/2012 Chisinau, Moldova

Advertising media planner Liber Insight Group Agency (LIGA)

10/2012 – 03/2015 Chisinau

Media Director Liber Insight Group Agency (LIGA)

Chisinau

Advertising media planner Insight Advertising

07/2008 – 10/2008 Chisinau

Acquisition Manager „MDR GRUP” SRL

Making purchases to organize the design and development process of defectoscopes.

EDUCATION AND TRAINING

01/10/2020 – CURRENT Galați, Romania

DOCTORAND University "Dunarea de jos"

Website www.ugal.ro

09/2018 – 06/2020

Master in Law, specialization in Economic Law University of European Studies of Moldova

Website www.usem.md

09/2013 – 06/2015

Master in economic sciences, specializing in Economics and Business Administration University of European Studies of Moldova

Website www.usem.md

09/2006 – 06/2009

Licenciate in economic sciences, specializing in Marketing and Logistics Technical University Of Moldova

Website www.utm.md

LANGUAGE SKILLS

MOTHER TONGUE(S): Romanian

Other language(s):

Russian

Listening C2

Spoken interaction C2

Writing C2

English

Listening C1

Spoken interaction B2

Writing C1

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

DIGITAL SKILLS

Microsoft Office | Microsoft Word | Microsoft Excel | Microsoft Powerpoint | Zoom | Social Media | Google Docs

DRIVING LICENCE

Driving Licence: A

Driving Licence: B

COURSES

2024

● Certified user of Google Ads

2019

● Certified user of Google AdWords

2012

● Certified user of TNS Galileo software

2007

● Certified user of AGB TeleSpot+ and TeleMonitor+ software