



Vadim Ciobanu



Hello! I am a highly motivated and results-driven professional with experience in digital marketing, sales, and customer service. With a strong track record of success and a passion for helping businesses grow, I am confident in my ability to make a positive impact in any role I take on. I am excited to bring my skills and experience to a new opportunity and look forward to contributing to the success of the team.

Contacts



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LinkedIn



Facebook

Experience

Co-Fondator, Marketing Manager & Web Developer

Casa Minune S.R.L., Chişinău, Moldova - (Mar 2024 - Present)

Digital Marketing Manager

XY Incubator S.R.L., Chisinau, Moldova - (Dec 2021 - Present)

- Manage company website, including building new pages and improving existing pages

- Developed and implemented a new database environment using Airtable
- Created and automated processes to improve efficiency
- Manage and create content for company's Facebook page and ads
- Conduct SEO optimization for company website
- Provide mentorship and guidance to clients on digital marketing strategies

Administrator

Yard Studio S.R.L., Chisinau, Moldova - (Jun 2020 - Present)

- Developed and implemented marketing strategies for clients
- Built and maintained relationships with clients
- Analyzed and reported on campaign performance and return on investment
- Collaborated with other departments and companies for marketing projects

Digital Marketing Freelancer

- Built and implemented 50+ chatbots on ManyChat for various companies and industries
- Worked with clients from Moldova, Romania, Ukraine, Israel, UK, and USA
- Specialized in building chatbots for various domains such as real estate, transportation, music, beauty, retail, and e-commerce
- Provided consulting and guidance on chatbot strategy and implementation
- Provided training and support for clients on how to use and manage their chatbots.

Digital Marketing Manager

Flo Agency, Chisinau, Moldova, - (Jan 2019 - Nov 2019)

- Developed and implemented 2 chatbots for a Wordpress themes agency catering to photographers
- Automated support processes for clients using chatbots
- Set up and managed Facebook and Pinterest advertising campaigns

Head of Social Marketing Department

Buro Art Media Events S.R.L., Chisinau, Moldova - (Apr 2017 - Nov 2018)

- Led and managed a team of 3-6 team members
- Managed over 40 clients and their social media marketing campaigns
- Monitored and analyzed social media metrics and performance, and reported back to clients

Marketing Manager

Dicon S.R.L., Chisinau, Moldova - (Apr 2016 - Mar 2017)

- Started and developed new online marketing processes and initiatives
- Conducted market research and analyzed customer data to inform marketing decisions
- Launched company website and executed the first B2B email marketing campaign
- Managed and optimized Google and Facebook advertising campaigns

Marketing Assistant

Lumea Digitală S.R.L., Chisinau, Moldova - (Jun 2014 - Jan 2016)

- Assisted the Marketing Director with various tasks and projects
- Conducted in-person visits to shops to assess and improve their performance
- Collaborated with store managers and sales teams to ensure successful campaigns and promotions

Selles Man, Merchandiser

Red Point S.R.L., Chisinau, Moldova - (Jul 2011 - Jun 2014)

- Assisted customers with product inquiries and recommendations
- Conducted basic repairs of electronics as needed
- Tracked and updated inventory levels
- Processed transactions using a point-of-sale system

Crew Member

Food Planet Restaurants S.R.L., Chisinau, Moldova - (Nov 2009 - Apr 2011)

- Prepared menu items and packaged food items according to standards

- Followed food safety and sanitation procedures
 - Assisted with food prep and stocking during slow periods
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Skills

Facebook Ads

Proficient in creating and managing targeted Facebook ad campaigns to drive brand awareness, engagement, and conversions, utilizing A/B testing, audience segmentation, and data analysis to optimize performance.

Airtable

Experienced in utilizing Airtable to manage and organize complex data sets, including designing custom databases, automating workflows, and integrating with other tools for seamless data management and analysis.

ManyChat

Skilled in building and managing custom chatbots on ManyChat, utilizing features such as dynamic content, conditional logic, and integrations to enhance customer engagement, automate processes, and drive conversions.

Programming

Proficient in HTML, CSS, and JavaScript with a solid understanding of the core concepts of web development and the ability to build and maintain simple websites and applications.

Digital Marketing

Expert in digital marketing with a strong understanding of industry trends and best practices, utilizing tactics such as SEO, PPC, email marketing, social media marketing, and content marketing to drive brand awareness, engagement, and conversions.

Communication

Good written and verbal communication skills, able to effectively convey ideas and messages to diverse audiences, build relationships, and collaborate with team members to achieve common goals.

Languages

Romanian 🇷🇴

Native speaker

Russian 🇷🇺

Native speaker

English 🇬🇧

Intermediate speaker

Articles & Talks

- <https://newsmaker.md/ro/o-echipa-de-moldoveni-a-luat-premiul-cel-mare-la-hacking-big-numbers-by-veridion-au-gasit-o-solutie-pentru-modernizarea-site-urilor-invechite-de-pe-internet/>
 - <https://www.iqads.ro/articol/52515/vadim-ciobanu-imi-place-sa-fac-marketing-in-messenger-aici-ai-contact-direct-cu>
 - <https://tvr moldova.md/social/ce-este-un-chatbot-si-cum-te-poate-ajuta-in-afacerea-ta/>
 - https://moldova-suverana.md/article/interlocutorii-artificiali_22159
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Education

- Technical University of Moldova, Informational Technology - 2008 - 2013
 - Computer Operator at Edineț, Cupcini Profesional College
 - Bachelor at Theoretical Lyceum "Mihai Sadoveanu", Edineț, Cupcini
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