



Curriculum Vitae

FIRST NAME / SURNAME Marina Gonta

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PROFILE Key Account Director with 7+ years of experience in advertising and marketing within agency environments. Strong expertise in client relationship management, strategic campaign development, and execution of integrated marketing initiatives. Proven ability to manage complex projects and deliver impactful brand communication for major clients.

WORK EXPERIENCE Key Account Director

Publicis Moldova — Chişinău, Moldova
January 2024 – Present

Lead strategic direction and management of key client accounts;
Build and maintain relationships with senior stakeholders;
Oversee development and execution of integrated marketing campaigns;
Coordinate cross-functional teams (creative, strategy, media);
Ensure delivery of high-quality campaigns aligned with business objectives;
Contribute to long-term client growth and partnership development.

WORK EXPERIENCE Account Manager

Publicis Moldova — Chişinău, Moldova
August 2018 – March 2024

Managed multiple client accounts and day-to-day communication;

Curriculum Vitae

Coordinated campaign planning and execution across digital and offline channels;
Acted as main liaison between clients and internal teams;
Ensured timely delivery of campaigns and consistency of brand communication
Supported development of campaigns for major brands;

EDUCATION **Academia de Studii Economice din Moldova (ASEM)**
Bachelor's Degree in Economic Sciences
International Relations and Affairs
2016 – 2020

SKILLS **Account Management**
Digital Strategy
Campaign Planning & Execution
Client Relationship Management
Brand Communication
Team Coordination
Communication

LANGUAGES Romanian
Russian
English

ADDITIONAL INFORMATION Over 7 years of experience at Publicis Moldova'
Experience working on integrated campaigns for major brands;
Strong background in agency workflows and cross-team collaboration;
Involvement in large-scale campaign launches and brand initiatives.