

SKILLS

Perseverance
Perfectionism
Analytical thinking
Open minded
Accurate

EXPERIENCE



2025

Mentor in Marketing at
Tekwill Academy

2023- present

Mentor in Marketing at
Tech Women Moldova

GENERAL MANAGER | 2022 to present

MARKETHINK AGENCY– Chisinau, Republic of Moldova

- Founding of the marketing agency. Client communication and providing end-to-end marketing services.

HEAD OF MARKETING AND PR | 05/202 to 2025

B.C. ENERGBANK S.A.– Chisinau, Republic of Moldova

- Developing Marketing Strategies for a year and provide a full cycle of all processes in order to deliver the best campaign results.
- Task management for the team, prioritize projects, coordinate with all involved in project colleagues;
- Crafting Digital marketing strategy for each campaign, launch of products or news services as well as planning communication and advertising for existing products and services;
- Managing efficiently all the budgets for different marketing campaigns.
- Coordinate content for advertising: static banners, HTML banners, video, GIF,
- copywriting, Landing Pages, set-up tracking codes etc;
- Develop Media Planning with estimated results on performance objectives. Launch campaigns optimized on CPC, Conversion, Brand Awareness, Reach or specific goals.
- Develop Social Media planning as well as set-up advertising.
- Planning and implementing CSR campaigns and also analyzing consume behaviors.
- Set-up campaigns on Google Ads, Meta, Yandex, Viber, Publishers and so on.
- Routinely sharing strategies, progress, results, and relevant banking trends, with the team.

TEAM LEAD | 08/2022 to 01/2023

S.R.L. STARNET– Chisinau, Republic of Moldova

- Developing Marketing Strategies and cover a full cycle marketing processes in order to deliver the best performances.
- Planning and prioritizing tasks for the team.
- Providing training inside the company and middle and top-management.
- Set-up campaigns on Google Ads, Facebook Ads, Yandex, Viber and so on.

DIGITAL MARKETING MANAGER | 07/2021 to 08/2022
S.A. MOLDTELECOM – Chisinău, Republica Moldova

- Developing Digital Marketing Strategies, shown the relevant channels, formats, and creative concepts for Main Campaigns and Micro Campaigns, Social campaigns, partners etc.
- Developing Social Media Planning, monthly. Briefing the team and delegate tasks for designer and copywriter.
- Planning involves different tools such as SMS Broadcast, Newsletters, automatization, different types of calls, segmentation and filtering the relevant audiences for each campaign.
- Creating, monitorization, optimization and reporting of paid campaigns on Facebook Ads, Google Ads, Yandex, My Target.
- Developing Media Planning for each paid campaign and reporting them (CTR, ROAS, VTR etc)

PROJECT MANAGER (ACCOUNT MANAGER) | 05/2020 to 07/2021
ADCENTER - Chisinău, Republic of Moldova

- Communicating and overseeing customer account management, including negotiating contracts and agreements to maximize profit
- Briefing the Social Media, Design, DSD teams about the tasks and priorities of the day
- Monitoring the tasks implementation and execution of the project, while removing the roadblocks
- Development and renewal of contractual, project, media planning and financial documentation, fairness monitoring
- Single point of contact for the client

The largest projects for which we did management from A to Z, and the details will be provided upon request:

Linella - Călătorește altfel campaign

OM (Aquatrade)- OM Activ campaign

Flomaster- opening the Flomaster store (offline), CC MARMELOD.

Audio application with the most popular fairy tales for kids- Sudzucker-Moldova SA

MARKETING SPECIALIST | 09/2019 to 05/2020
SRL Casa Morosan - Chisinău, Republic of Moldova

- FLOMaster SM Pages administration. Creating ads through FB Ads.
- Development of creative concepts, organization of the production process, placement and promotion on relevant channels.
- Blog administration .flo-master.md
- Community Management for Social Media: Flomaster și Casa Moroșan
- Responsible for developing Digital Marketing strategies, Media plans and campaigns launching
- Reporting on the campaigns results

EDUCATION AND
TRAINING

International Management Institute (IMI-Nova)
Economics Degree Marketing and Logistics, 05/2015

Delfreea Certificate
Adobe Photoshop,
07/2020