



## Strechi Igor

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**Date of birth:** 27/04/1990 | **Nationality:** Moldovan | **Phone number:**

(+373) 78252255 (Mobile) | **Email address:** [igor@purple.md](mailto:igor@purple.md) | **Website:**

[purple.md](http://purple.md) | **Facebook:** <https://www.facebook.com/igor.strechi> |

**Address:** Ion Creangă street, 84, MD 2003, Chisinau, Moldova (Home)

### ● ABOUT ME

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With **over 15 years of expertise** in the digital realm and a track record of successfully managing more than **400 projects**, I am a seasoned professional in the field of Digital Content, Web, and Social Media Strategy. My career journey began as a programmer and web designer, and I have evolved through every facet of digital project management, progressing from operational roles to strategic leadership.

As the Founder and Chief Technology Officer (CTO) of Purple Media, I have consistently demonstrated my capacity to conceive and execute innovative digital communication strategies. My project portfolio encompasses diverse areas, ranging from website development and branding to the formulation and execution of strategic initiatives, always with an unwavering focus on delivering optimal solutions for both partners and clients.

I have consistently led a team of **30 certified specialists**, a team that presently manages the marketing departments of 20-25 companies on a monthly basis. These efforts encompass a digital advertising budget exceeding 300,000 Euros per month, extending beyond the borders of Moldova.

My reputation as a sought-after speaker at conferences and a trusted consultant for esteemed international organizations, including the EBRD, USAID, UN House, and the EU, underscores my profound expertise in the digital landscape.

In addition to my day-to-day managerial responsibilities, I actively contribute as a mentor to several businesses and provide training in the realms of digital business development, process automation, and strategy implementation. My dedication to knowledge sharing is manifested through my regular training sessions and speaking engagements, further establishing my leadership and unwavering commitment to this field.

My educational background includes a Bachelor's degree in Electronics and a Master's degree in Information Management. This unique combination of technical acumen and strategic insight positions me as a pivotal expert for roles demanding both visionary leadership and flawless execution.

On a personal note, I am blessed with a loving family, including an exceptional wife and a wonderful son. We take delight in our home, which includes a private lake, a source of great joy and serenity in our lives.

### ● WORK EXPERIENCE

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30/11/2009 – 29/10/2011 Chisinau, Moldova

**WEB DEVELOPER** CNVCPI - STATE ORGANIZATION

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I took care of building the IT system in the company and creating and maintaining the new site

31/10/2011 – 29/06/2012 Chisinau, Moldova

**MARKETING MANAGER** CENTRAL PRINTING HOUSE

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Responsible for marketing to B2B direction

31/10/2013 – 29/11/2014 Chisinau, Moldova

**ICT BUSINESS DEVELOPMENT MANAGER** GLOBAL BAR

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I created a development and marketing team from scratch, I ended up leading a team of 7 specialists.

31/01/2015 – 29/09/2016 Chisinau, Moldova

**ICT BUSINESS DEVELOPMENT MANAGER** ARIA GROUP INVEST S.R.L.

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I coordinated the activity of the technical department of one of the largest investors in constructions in Moldova

28/02/2019 – 29/06/2021 Chisinau, Moldova

**SOCIAL MEDIA & WEB KEY EXPERT** THE DELEGATION OF THE EUROPEAN UNION TO MOLDOVA, COMMWITHUS

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I was responsible for the social networks of the project, the visual part and design. Created the digital marketing strategy for the project. Was a trainer at Euro Clubs and the projects implemented in Moldova. Also coordinated and created the main website of the project.

30/11/2016 – CURRENT Chisinau, Moldova

**CTO & FOUNDER** PURPLE MEDIA

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I'm leading Purple Media Agency - a powerhouse for Digital Fulfillment Solutions and one of the largest digital companies in the Republic of Moldova. Our agency offers a comprehensive range of services, with a strong emphasis on performance marketing. We take charge of brands' social media presence, creating engaging content and implementing effective strategies for maximum reach and impact. We also specialize in website development, launching targeted advertising campaigns, and orchestrating large-scale projects with influencers. Our approach is to leverage all digital tools at our disposal to achieve our clients' goals in the most effective way possible.

In addition to our services, we also offer comprehensive courses in graphic design, copywriting, targeting, PPC, social media management, and content creation, including video production. These courses are designed to equip individuals and businesses with the necessary skills to excel in the digital landscape.

Our team operates from our spacious open-plan office, spanning 350 m<sup>2</sup>, fostering a collaborative and creative work environment. We are currently working with a diverse portfolio of clients, including local brands and international brands from the USA, France, and Romania. Our clients value us for our excellent service, creative projects, winning strategies, and high-quality content.

We have had the privilege of working with significant partners and clients, providing a range of services from website development and email marketing to creating and implementing comprehensive marketing strategies. Some of our notable collaborations include the Government of the Republic of Moldova, Moldovagaz, ULIM, MoldData, Casa Curata, Nanu Market, and Purcari Group. We also have strategic partnerships with international organizations such as the EU, EBRD, USAID, and UN House.

Our services encompass every aspect of digital marketing:

**STRATEGIC PLANNING:** We provide Customer Experience insights, Consumer Insights + Trends analysis, Product + Service Vision, Go-To-Market Planning, and Data Science + Analytics.

**BRAND EXPERIENCE:** We help in Identity + Positioning, creating Visual Language + Art Direction, Design Production + Execution, Brand Messaging, Brand Guidelines + Playbooks, and Campaign Development.

**CONTENT CREATION:** Our team excels in Content Strategy, Art Direction, Photography, Video Production, 3D / Motion Graphics, and Copywriting.

**USER EXPERIENCE:** We offer Experience Strategy, eCommerce + Websites, Digital Product + Services, Design Systems + Style Guides, iOS + Android Applications, and Prototyping & Optimization.

**TECHNOLOGY:** Our technical services include Technical Discovery, Technical Architecture, Full-Stack Development, CMS Implementation, Quality Assurance, and Interactive Prototyping.

Our team, including myself and my colleagues, regularly conduct training sessions and speaking engagements, sharing our knowledge and expertise in the field of digital marketing.

01/03/2019 – 01/11/2021 Chisinau, Moldova

**SOCIAL MEDIA & WEB NON KEY EXPERT** THE DELEGATION OF THE EUROPEAN UNION TO MOLDOVA COMMWITHUS, EUROPE CAFE PROJECT

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- Developed and implemented the digital marketing strategy for the project.
- Coordinated and made significant modifications to the project's main website (<https://eu4moldova.eu/>), enhancing its functionality and user experience.
- Transformed the team's approach to digital outreach, leading to a dramatic increase in reach from 50,000 to 2,000,000 per month.
- Conducted training sessions at Euro Clubs and implemented projects in Moldova.
- Responsible for the project's social networks, visual part, and design.

01/06/2021 – 01/09/2022 Chisinau, Moldova

**WEB KEY EXPERT** VAKAKIS & ASSOCIATES S.A.

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As a key web expert at VAKAKIS & ASSOCIATES S.A., I coordinated and created the specifications for modifying the branding and base website of ODA.md

01/10/2022 – CURRENT

**KEY EXPERT, MENTOR** NATIONAL PROGRAM, INNOVATE MOLDOVA ECOMMERCE

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I coordinate and mentor 2-3 businesses per month, conducting analysis, creating processes and tasks for them, and then monitoring and developing the businesses.

● **EDUCATION AND TRAINING**

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31/12/2010 – 29/10/2011

**PARTICIPANT** Political Academy Friedrich Ebert Stiftung

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31/12/2011 – 29/08/2012

**PARTICIPANT** School of Political Academy "IDIS Viitorul"

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31/12/2008 – 29/04/2013

**BACHELOR ENGINEER IN ELECTRONICS** Technical University of Moldova

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31/12/2015 – 29/09/2017

**MASTER'S DEGREE, INFORMATION MANAGEMENT IN THE PA** Academy of Public Administration

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01/02/2020 – 01/04/2020

**DIGITAL MARKETING UKRAINE** Kyiv academy of media arts

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● **DIGITAL SKILLS**

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HTML CSS PHP | Wordpress, SEO, Analytics | Social Media Management - Social Media Ads | Mobile development | Social networks/ Social Media | Facebook & Google Advertising | Adobe (Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe AfterEffects, Adobe XD)

● **LANGUAGE SKILLS**

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Mother tongue(s): **ROMANIAN** | **RUSSIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B2	B2	A2	A2	B2

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

## ● **ADDITIONAL INFORMATION**

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### **CONFERENCES AND SEMINARS**

**Mentor at "Yep! Moldova 2023** Facilitated strategy development sessions, business analysis, and goal-setting, providing ongoing result-driven mentorship at "Yep! Moldova," an organization dedicated to nurturing early-stage startups and fostering entrepreneurial thinking.

**Mentor for over 10 small businesses in a 3-month program(each)** Leading to substantial growth, including doubling or tripling their business, as part of the "E-commerce Development Program." This initiative involved collaborating with various stakeholders, including AIM (Alliance of Small and Medium Enterprises), the initiative group of the Association for Online Commerce in Moldova, with support from the "Technologies of the Future" project funded by USAID and Sweden. It was conducted in partnership with the Ministry of Economy of the Republic of Moldova, the Organization for Entrepreneurship Development (ODA), XY Accelerator, Dreamampus, and sectoral associations: COR, ATIC, APIUS. Additionally, it included cooperation with centers of excellence such as Artcor and Ziphouse, among others.

**Served as a Speaker and Mentor in 2023 for the Organization for the Development of Entrepreneurship (ODA)** Delivering eCommerce courses to over five groups, each comprising approximately 50 individuals. The courses included 16 hours of presentations and at-home assignments, targeting beginners in eCommerce. These sessions were specifically designed for young entrepreneurs and emerging specialists aspiring to establish their own businesses.

**eCommerce Mentor & Expert, Mediacor 2023, ASME** Provided mentorship and expertise for a 4-week eCommerce course organized in 2023 by Mediacor in partnership with the Alliance of Small and Medium Enterprises. The program was tailored for experienced entrepreneurs seeking to further their eCommerce capabilities.

**Led a course for NGOs and Tourism businesses on how to promote their business (September 2022)**

**Presented a talk organized by ArtCor on eCommerce and trends in 2022**

**Mentor of Purple Education, 3 lessons per week starting from 2019, Digital Marketing**

**Mentor at the Technical University of Moldova "Digital Marketing in the age of information technology" 2020**

**Mentor for Journalism and Communication Studies students ULIM, November 2020**

**Trainer at Go Online Digital Marketing E-Hack, ArtCor Chisinau**

**Trainer at ODIMM "eCommerce no Bull sh#t" module, july - november 2020**

**Speaker at workshop "How we improve the coverage of the activity of the Information Center / Euro club on social networks"**

**Speaker at online training for entrepreneurs, EBRD april 2020**

**Speaker at Summer school for tineri.md, Trends in the digital world in 2020**

**Speaker at Social Media in Culise "How to f#ck a web site" 2019**

**Speaker at Legal Hackathon Evanto "The minimum viable product" 2019**