

FELICIA GODONOAGA

Republic of Moldova, Balti · +37369014179
lvasccu.felicia@gmail.com · in/feliciagodonoaga/

Social Media & Content Specialist with experience in digital communication, content creation, and managing social media campaigns. Combining creativity with a strong background in Recruiting, I deliver clear, high-impact content that strengthens brand visibility. Always learning, always improving.

EXPERIENCE

SOCIAL MEDIA MANAGER, NGO AFAD, RM

FEB 2024 – PRESENT

- Create and curate content for social media channels
- Develop new content ideas for social media platforms, blogs, the website, etc.
- Organise and manage the entire posting process across all social media platforms
- Manage social media advertising campaigns

RECRUITING & TRAINING SPECIALIST, GG CABLES & WIRES EE S.R.L, RM

DEC 2020- JAN 2022

- Develop and execute recruiting activities in cooperation with department heads
- Manage the employee recruitment and integration process
- Build and maintain the candidate database by placing job announcements and collaborating with recruiting agencies and job platforms
- Actively participate in job fair preparation and other external recruiting events
- Prepare recruiting materials and validate them with superiors
- Create and post job announcements for open positions across all communication channels
- Ensure the implementation of the standard induction process for all employees
- Efficiently monitor and report recruitment analyses, reports, and KPIs

RECRUITING SPECIALIST, GG CABLES & WIRES EE S.R.L, RM

SEP 2018- DEC 2020

- Develop and execute the full recruitment cycle in cooperation with department heads
- Build, update, and maintain the candidate database
- Place job announcements and collaborate with recruiting agencies and job platforms
- Actively participate in job fairs and other external recruiting events
- Prepare recruiting materials and validate them with superiors
- Create and post job announcements for open positions across all communication channels
- Efficiently monitor and report recruitment metrics, analyses, and KPIs

EDUCATION & VOLUNTEERING

2013-2017

BACHELOR'S DEGREE IN COMPUTER SCIENCE & ENGLISH

Bălți State University "Aleccu Russo" , RM

2014-2016

AIESEC, BĂLȚI STATE UNIVERSITY "ALECCU RUSSO" , RM

2017-2018

EVS – EUROPEAN SOLIDARITY CORPS, POLAND, GDYNIA

LANGUAGES

- ROMANIAN - NATIVE
- ENGLISH - PROFESSIONAL WORKING PROFICIENCY
- RUSSIAN - FULL PROFESSIONAL PROFICIENCY

COURSES & PROFESSIONAL DEVELOPMENT

- Ascendis – Hire with Purpose, Bucharest, RO
- Gebauer & Griller – Time Management
- Tekwill – WOW: Social Media Marketing
- Coursera – Google Ads Fundamentals

CORE SKILLS

SOCIAL MEDIA & CONTENT CREATION

- Content Planning & Scheduling
- Copywriting & Visual Storytelling
- Social Media Strategy (FB, IG, TikTok)
- Canva & Presentation Design
- Audience Engagement & Analytics

DIGITAL & MARKETING TOOLS

- Meta Business Suite
- Google Ads (Fundamentals)
- Canva (Advanced)
- Analytics & Insights Tools

SOFT SKILLS

- Communication & Interpersonal Skills
 - Time Management & Organization
 - Attention to Detail
 - Problem-Solving
- Adaptability & Continuous Learning