

Ion Guzun

Facebook Ads Specialist

Personal details



Ion Guzun



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Chişinău

Skills

Business Manager
Facebook



Figma



Photoshop



Canva



After Effects



Google Docs



Microsoft Office



Tilda



Communication skills



Analytical thinking



Team work



Languages

Romanian



Russian



English



Experience

Facebook Ads Specialist

Sep 2023 - Present

Just Digital S.R.L, Chişinău

- Audience and market analysis
- Setting ads on Facebook
- Hypothesis testing
- Analysis of results
- Optimization and scaling approaches

Facebook Ads Specialist

Mar 2021 - Present

Freelancer, Chişinău

Companies I have worked with:

- Acord School
- Fotonia
- DaVinci Dental Clinic
- Lorema Esthetic
- Au Pair Moldova
- YARBA
- The Beauty Academy and others...

Courses

Media Buyer Pro, Httpool

Mar 2021

Learned the fundamentals of performance advertising in social media: marketing funnels and their development, Facebook Pixel, principles of retargeting and its implementation, communication strategy, optimization and scaling approaches, analytics tools.

Education

Economist

Sep 2019 - May 2022

Academy of Economic Studies of Moldova, Chişinău

Economist

Sep 2015 - May 2019

Center of Excellence in Economics and Finance, Chişinău