



Streach Igor

Republic of Moldova, mun. Chisinau,
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Personal Information

2019 - july 2021

Social Media & Web Key Expert
The Delegation of the European Union to Moldova

2017 - present

Cto & founder
Purple Media S.R.L.

2015 - 2016

Aria Group INVEST S.R.L.
Chief IT Development

2013

Dinvaldor S.R.L.
Web designer

2015 - 2016

MoldData
Graphic designer, marketing

2011

Central Printing House
Manager marketing

2014

Global Bar S.R.L.
Chief IT Development

2009 - 2011

CNCPPCI
programmer

2017

Master's degree, Information Management in the PA, Academy of Public Administration

2009 - 2013

Bachelor engineer in electronics, Technical University of Moldova

2012

School of Political Academy "IDIS Viitorul"

2011

Political Academy Friedrich Ebert Stiftung

Professional experience

Education

I'm running Purple Media Agency - Digital Fulfillment Solutions

The agency I am running offers a wide range of services. Mainly, we are responsible for brands' social media, development of websites, launching effective advertising campaigns and large-scale projects with influencers. We combine all digital tools in order to accomplish the goals with the most effective approach.

We also have our personal open space office with a total surface of 450 m2.

We are currently working with local brands and some brands from USA, France, Romania. Our clients value us for excellent service, creative projects, winning strategies and luxury content.

Some of our main clients and partners, but also the services we had accomplished for them, are, as follows:

- Government of the Republic of Moldova – Development of Websites for the Prime Minister of Moldova and e-mail marketing;

Social & organizational skills



Social & organizational skills

- MoldData (hosting company) - Data center creation, creating and implementation a marketing strategy;
- Moldovagaz -Development drives through cool surf culture of Website and Branding;
- Free International University of Moldova- The Marketing and Advertising Strategy on Social Networks;
- Purcari Group - development of 9 sites

STRATEGIC PLANNING

Customer Experience
Consumer Insights + Trends
Product + Service Vision
Go-To-Market Planning
Data Science + Analytics

USER EXPERIENCE

Experience Strategy
eCommerce + Websites
Digital Product + Services
Design Systems + Style Guides
iOS + Android Applications
Prototyping & Optimization

BRAND EXPERIENCE

Identity + Positioning
Visual Language + Art Direction
Design Production + Execution
Brand Messaging
Brand Guidelines + Playbooks
Campaign Development

TECHNOLOGY

Technical Discovery
Technical Architecture
Full-Stack Development
CMS Implementation
Quality Assurance
Interactive Prototyping

CONTENT CREATION

Content Strategy
Art Direction
Photography
Video Production
3D / Motion Graphics
Copywriting



Our services

- Mentor of Purple Education mentor at 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" 2021
- Mentor for Journalism and Communication Studies students ULIM, November 2020 present
- Trainer at Go Online Digital Marketing E-Hack, ArtCor Chisinau
- Trainer at ODIMM "eCommerce no Bull sh#t" module, july - december 2020
- Trainer at ODIMM Digital Marketing Strategy, march - july 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



Web & Social Media Expert

Purple is an independent branding & experience design company working at the intersection of culture, design, and technology. We value our craft, have a deep passion for progression, and exist to solve challenges for brands we believe in. Since the beginning, our mission has been to do great work and to have a great time doing it. We believe our mission has guided us well.

During almost 10 years, personally I've coordinated and created about 250 sites of different complexity, starting with presentation sites and ending with automated billing sites for 10,000 customers. We have over 50 marketing strategies developed for small and medium business, for B2G segment.

I'm a social media expert and part of the leadership team of a group that has over 10,000 members in this field - "Social Media in Culise". Also, I am a member of a small group named Marketing Club, where 5 digital business executives, including me, meet, discuss, develop, implement.

Purple are e 20+ individuals from across the world driven by bold ideas and diverse perspectives. Craft, service, and efficiency drive us forward and we see our agency as a place for our shared values to collide.

The future of Moldova - sounds digital.