



# Brînză Doina

## SUMMARY

Hi, I'm a person who tries to show the best at work. Ready to study something new and interesting anytime. I am always kind and positive. I believe that a friendly and self-confident person who recognizes his own strengths and learning acquired over time will achieve results in any sphere of activity. Over time, I learned to correct and decide them in accordance with the values and standards of the activity in which I am involved.

I am ready to learn new things to become the best version of me.



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Chişinău, Moldova

## LANGUAGE

- Romanian - Native
- Russian - Fluent
- English - B1

## SOFT SKILLS

- Proactivity.
- Implementation and suggestion of new ideas.
- Creative thinking.
- Sense of leadership.
- Attention to Detail.
- Effective Time-Management.
- Responsibility and punctuality.
- Adapting to the environment of the enterprise.
- The ability to interact and maintain a beautiful relationship with the whole collective work.

## EXPERIENCE

June 2022 – September 2023

### **Marketing Specialist - Image Marketing**

-Copywriting for websites, for social networks, for flyers, billboards, etc.

-Photo/video editing, create scenarios.

-Creation of communication strategies start-up companies.

-Sponsored promotion (Google/Facebook/Instagram).

March 2021– April 2022

### **Marketing Specialist - Web Studio ITSsystem**

-Copywriting.

-SMM promotion.

-Ads promotion (Google/Facebook/Instagram).

-Verification of program products.

December 2020 – March 2021

### **Quality Assurance engineer, Coninfo (Unisim-soft)**

-Perform end-to-end manual QA, including front-end testing.

-Performing test cases and tracking their results.

-Writing technical specifications for Android applications.

February 2020– November 2020

### **Specialist Marketing – PROFILDOORS România**

-Elaboration of strategies for promotion.

-Administration of the website.

-Creating posts for social networks.

-Elaboration of informative supports, offers and ebooks for clients.

## COURSES

### **Slogans and Headlines. With taste. - CreativeAd**

- Learning applied techniques and writing texts.
- Application of strategies and formulas.
- Writing texts according to the development niche of the branch.

### **„Google Ads Factory" - Boomerang Academy**

- Theory and concepts.
- Setting up Search campaigns.
- Setting up Display campaigns.
- Setting up Remarketing campaigns.

### **MANUAL SOFTWARE TESTING - Talent Incubator - Tekwill**

- Test management, test design techniques and bug reports.
- Testing tools (Jira, Postman, Selenium, TestRail).
- The main software testing methodologies.
- SQL basic concept.

## EDUCATION AND VOCATIONAL TRAINING

2013 – 2017

■ **Graduate** – Center of Excellence in Informatics and Information Technologies

2017 – 2020

■ **Graduate** - Marketing and Logistics - University of the State of Moldova

2020 – 2022

■ **Masterand**- Studies in Marketing - University of State of Moldova