

Curriculum Vitae

Nicolai Mihailiuc

Founder of: CreateGo / "CreativMaro" SRL

Title: CEO

Date of Birth: 30/10/1989

Primary Citizenship: Republic of Moldova (primary),
Romania (secondary)

Residence: Republic of Moldova



Nicolai Mihailiuc in numbers:

- Worked with 2000+ small businesses around the world
- Created 100+ public video courses and 500+ private ones
- Conducted 50+ offline trainings and workshops with audiences from 7 to 100 people
- Clients from 50+ countries
- In business from 2009

Awarded by [UNDP Moldova as an innovative company](#) in helping small businesses

Here is a map of clients all around the world



Skills in Digital Transformation:

- Strategy Development: Creating and implementing digital transformation strategies tailored to business needs.
- Technology Integration: Integrating various digital technologies to streamline business processes.
- Change Management: Managing organizational change to ensure smooth transitions to digital platforms.
- Analyzing and Collecting Data: Gathering and interpreting data to make informed business decisions.
- Business Intelligence Tools: Utilizing tools like Airtable to visualize and analyze data.
- E-Commerce Solutions: Designing and developing e-commerce platforms to enhance online sales.
- Online Marketing: Implementing SEO, SEM, and social media marketing strategies to drive online traffic.
- Integrating AI solutions into existing systems to enhance automation and decision-making processes.

- Cybersecurity & Risk Assessment: Identifying and mitigating potential security risks in digital operations.
- Compliance: Ensuring adherence to data protection regulations and industry standards.
- Project Management with Agile Methodologies: Utilizing agile methodologies to manage projects efficiently.
- Stakeholder Communication: Effectively communicating with stakeholders to align goals and expectations.
- Customer Experience Design: Creating user-friendly interfaces and experiences.
- Customer Support Solutions: Implementing digital support solutions to enhance customer service.

International experience: learning, new customers, applying new technology

- Lithuania, Vilnius: 03.05.2011 – 15.05.2011
- United States, San Francisco: 08.06.2012 – 15.07.2012
- United States, Chicago: 13.10.2014 – 23.10.2014
- Norway: 09.06.2015 – 18.06.2015
- Romania: 01.03.2022 - 01.04.2023
- Hungary: 01.05.2024 - 31.10.2024

| Date from -Date to | Company | Position | Description |
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| October 2009 - present Chisinau, Moldova | CreateGo | Chief Executive Officer | <ul style="list-style-type: none"> • Support local and international companies to develop websites • Developing website templates • Providing consulting services related to web design, web development, and other online services |
| May 2011 – October 2015 | CreateGo, project Dezvoltare.md | Chief Editor | <ul style="list-style-type: none"> • Providing educational content to Moldova |

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| Chisinau, Moldova | | | <ul style="list-style-type: none"> • Promoting local educational events in Moldova • Using Social Media to promote self-development |
| March-July 2012 Chisinau, Moldova | Chemonics Inc (USAID Competitiveness project) | Short term consultant | <ul style="list-style-type: none"> • Providing training on Search Engine Optimisation for Moldova tourism attraction promotion • Supporting 10 tourism-related companies to develop new or improve existing websites |
| Jun-July 2012 San Francisco, USA | CreateGo, project RapidBoard | Partnerships & Sales | <ul style="list-style-type: none"> • Making partnerships • Pitch to investors • Closing sales |
| October 2012 - June 2016 International | CreateGo, project: 1theme | Chief Executive Officer, Web Designer | <ul style="list-style-type: none"> • Creating Website Templates for Small Businesses to use for their website • Using WordPress to create innovative functionality for websites |
| June - March 2013 Chisinau, Moldova | AVO App | Digital Marketing Director | <ul style="list-style-type: none"> • Increase awareness • Usability test • Clients communication • Partnerships |
| March - April 2014 Chisinau, Moldova | CEED & Wine Of Moldova | Web Design | <ul style="list-style-type: none"> • Designing the main website www.wineofmoldova.com that represents the wine brand of Moldova • Developing technical functionality • Training their personnel on how to manage the website • Creating video courses on how to manage the website |
| February - June 2015 | CEED & Din Inimă | Website Development | <ul style="list-style-type: none"> • Creating 20+ websites for local businesses • Training their personnel on how to manage the website |

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| Chisinau, Moldova | | | <ul style="list-style-type: none"> • Creating video courses on how to manage the website • Providing technical support |
| September 2015 – September 2017 Chisinau, Moldova | UNDP Moldova | Web Development | <ul style="list-style-type: none"> • Creating website template for small business • Implementing innovative technologies and tools for building website template • Using innovative methodologies in managing the team |
| November 2018 – April 2020 Chisinau, Moldova | CreateGo, Online Video Courses | Instructor | <ul style="list-style-type: none"> • Creating online video courses for entrepreneurs • Teaching online • Created podcasts on Apple Podcast and Android Podcast • Live Webinars |
| February 2018 - Present | SVS.md | Digitalization | <ul style="list-style-type: none"> • Digitalization of all marketing strategy, and implementing: SEO, PPC, Social Media, Website, and others. • Implementing a Digital HR tool for hiring personnel. |
| 2020 - 2024 | Brizy.io | Marketing Strategy | <ul style="list-style-type: none"> • Creating a marketing strategy to gaining new international clients • Setup of Google Ads, Facebook Ads on different segments, countries, and messages. • Creating a plan for video messages strategy for their top international client segments like "Marketing Agencies" and "SAAS companies" |
| March 2022 - December 2023 Chisinau, Moldova | UNICEF & AVECopiii.md Video review from UNICEF in English | Digitalization & System Administration. | <ul style="list-style-type: none"> • Creation of a database to manage thousands children refugees from Ukraine in Moldova • Migration of the database to the new one PRIMERO, used by UNICEF • Trained 30+ social workers on using the database |

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| | Video review from AVECopiii in Romanian | | <ul style="list-style-type: none"> • Creating video courses and exam testing the social workers on using the system • Managed the database, upgrades, modifications, and improvements |
| August 2022 - September 2023 | CDPD.md | Digitalization | <ul style="list-style-type: none"> • Creation of a database for assisting thousands of disability persons with their needs like: legal, medical, documentations, other. • Managed the database, upgrades, modifications, and improvements |
| March - April 2023 Chisinau, Moldova | iLearn | Digitalization | <ul style="list-style-type: none"> • Integrated CRM & ERP • Digitalization of the workflow • Trained and consulted the owner and their team to use the system |
| April - May 2023 Chisinau, Moldova | Dekada Partners | Digitalization | <ul style="list-style-type: none"> • Implementing a Digital HR tool for hiring personnel. |
| October 2023 - May 2024 Chisinau, Moldova | Tdoy.org & MAI.gov.md | Digitalization | <ul style="list-style-type: none"> • Creation of a database to manage confidential information for thousands of family violence victims, including case management, analytics, and reporting, for the local police. • Managed the database, upgrades, modifications, and improvements |
| 2023 - present | AA-8.com | Chief Executive Officer | <p>Developed an AI-driven platform from the ground up to empower small businesses in achieving top rankings on Google, helping them attract more clients and enhance their online visibility.</p> <ul style="list-style-type: none"> • Developed a Comprehensive SEO Algorithm – Created a unique algorithm to optimize small business websites for |

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| | | | <p>search engines, helping them achieve higher rankings on Google and drive organic traffic.</p> <ul style="list-style-type: none">• Designed an Automated Web Design Generator – Built a system that generates professional website designs automatically, allowing users to create visually appealing, industry-specific sites with minimal effort.• Content Generation Engine for Small Businesses – Implemented an AI-driven content generation tool to assist small businesses in creating targeted content for their websites, blogs, and social media channels.• Built a Specialized Business Directory – Created a platform for listing businesses that support refugees, are founded by refugees, or employ refugees, providing a social impact-driven business network.• Integrated Advanced Filtering Options – Developed filtering capabilities that enable users to find businesses based on industry, location, and social impact factors, enhancing user experience and accessibility.• Implemented a Marketing Content Planner – Designed a feature that generates tailored content for Instagram, Facebook, TikTok, and other platforms, helping small businesses with consistent branding and digital marketing. |
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| | | | <ul style="list-style-type: none"> • Set Up an AI-Powered Chat for Business Solutions – Built an AI-driven chat assistant to guide users in developing marketing plans, business ideas, viral ad concepts, and strategies for customer engagement, empowering small businesses with resources typically accessible to larger corporations. |
| 2024 | technovator.world, GIZ | Digitalization intensive course | <ul style="list-style-type: none"> • Developed Training Materials – Created comprehensive training materials tailored to the needs of entrepreneurs focused on digital transformation and business digitalization. • Conducted Bilingual Training Sessions – Delivered training sessions in both Romanian and Russian, ensuring accessibility for 30 entrepreneurs from Moldova and Ukraine. • Mentored Participants Individually – Provided personalized mentorship to each participant, guiding them through the implementation of digitalization processes in their organizations. • Designed Practical Workshops – Organized hands-on workshops to help participants apply digital tools and strategies directly to their business contexts. • Evaluated Digital Needs – Assessed the specific digital needs of each business, enabling customized recommendations for digital transformation. |

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| | | | <ul style="list-style-type: none"> • Led Group Discussions – Facilitated group discussions to encourage knowledge-sharing and collaborative problem-solving among participants. • Monitored Implementation Progress – Tracked each participant’s progress, providing ongoing support and adjustments as they adopted digital solutions. |
| May 2024 - October 2024 | UNICEF | Digitalization Budapest Municipality | <ul style="list-style-type: none"> • Consulting and helping to make informed decisions from 20+ open-source Information Management Systems • Consulting how to set up Primero open-source and overcome integration challenges • Consulting on how to structure the workflow of public services and social workers • Consulting and testing the transition from traditional to digital methods and navigating the shift |

Education:

- ASEM (2008-2012)
Degree(s) or Diploma(s) Obtained: Bachelor's degree in Marketing and Logistics
- 48 Offline Courses: I have attended offline courses related to business, enhancing my knowledge and skills in various aspects of the field.
- 331 Online Courses: I have completed online courses, with an average length of 1 hour each, covering a wide range of topics to further my professional development.
- 73 business books: Investing in continuous learning and staying up-to-date with the latest trends and insights in the business world.
- Certified Trainer/Mentor – Swiss Create (September 2022)
Completed the “Train the Trainer/Mentor” certification with Swiss Create, a premier organization recognized for excellence in community development and training standards in Switzerland. This intensive program covered advanced training methodologies, target area analysis, didactical principles, audience engagement, effective communication strategies, and mentoring tools, equipping me with high-quality skills to lead and mentor effectively in diverse professional environments.

Language skills: (1 – excellent; 5 – basic)

| Language | Reading | Speaking | Writing |
|-----------|---------------|----------|---------|
| Romanian | mother tongue | | |
| English | 2 | 2 | 2 |
| Russian | 3 | 2 | 3 |
| Ukrainian | 4 | 4 | 4 |