




Petru Gutu


Date of birth: 15 Dec 1992

Gender: Male

CONTACT

 Chisinau, Moldova

 gutsu.petru@yahoo.com

 (+373) 68758910

WORK EXPERIENCE

17 JAN 2022 – CURRENT – Chisinau, Moldova

Deputy General Manager

Target Group Worldwide

- Team Management
- Processes Optimisation
- New Business acquiring
- Maintenance of current clients
- Strategy creation and maintenance

4 JAN 2021 – 7 JAN 2022 – Chisinau, Moldova

Media & Performance

OPPO Mobile Moldova

- Marketing Strategy Planning;
- Media Channels communication and budget distribution planning;
- Identifying of new communication solutions;
- Analysis of campaign results and marketing performance KPIs;
- Reporting by Month, Quarter and Year;
- Maintenance of OPPO Global Website;

1 AUG 2019 – 31 DEC 2020 – Chisinau, Moldova

Marketing Operations Executive

Purcari Wineries PLC

- Best Practices and Project Management tools implementation, further maintenance in company's everyday work;
- Marketing budget analysis, reports on expenses;
- Strategy analysis and guidance on media activity of all brands in all advertised countries;
- Analysis of media restrictions and admittances in countries where PWG products are present;
- Research and consulting on creative directions;
- Compilation and analysis of marketing performance of all brands in a single report;
- Collaboration with Market Research Companies, analysis of reports and recommendations;
- Collaboration with world known wine critics and magazines;
- Update and maintenance of PWG corporate presentation;
- Update and maintenance of PWG's websites;
- Participation in exhibitions and wine contests;
- Implementation of corporate projects out of a specific brand.

1 APR 2017 – 31 MAY 2019 – Chisinau, Moldova

Media Manager

Zenith Media

- Annual media strategy and budget distribution planning for The Coca-Cola Company and Reckitt Benckiser (TV, Digital, SM, OOH, PR etc.);
- Account management, client communication, requirements implementation according to brief;

- Advertising campaigns control, monitoring of an accurate low-level execution;
- Media reports on campaigns performance, recommendations on further improvements;
- Competitors activity monitoring and reporting;
- Creative solutions guidance;
- Best Practices and internal strategy tools development;
- Small media planners team management;
- Invoices, Acts and other paperwork processing;
- CRM data processing;
- Training of new team members.

25 MAY 2015 – 31 MAR 2017 – Chisinau, Moldova

Media Planner

Zenith Media

- TV and Digital Media Planning for The Coca-Cola Company, Nestle, Reckitt Benckiser and Lactalis advertising campaigns;
- TV booking;
- Google Ads, Facebook Ads, Programmatic Platforms campaigns setup;
- Full maintenance of OOH, from color probe to final placements;
- Reporting on weekly media performance and competitors activity;
- PowerPoint reports per Campaign, Month, Quarters and Half;
- Extra reports on requirement of a superior or client;
- Training of new team members.

EDUCATION AND TRAINING

1 SEP 2010 – 31 MAY 2014

Applied Computing

Moldova State University

LANGUAGE SKILLS

MOTHER TONGUE(S): Romanian | Russian

OTHER LANGUAGE(S):

English

Listening	Reading	Spoken production	Spoken interaction	Writing
C1	C1	B2	B2	B2

DIGITAL SKILLS

Microsoft Word / Microsoft Excel / Microsoft Office / Microsoft Powerpoint / Google Docs / Social Media / Zoom / Outlook