

# COJOCARU ZINAIDA

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Chişinău

## SUMMARY

Chief Operations Officer and Product Manager with a history of working in an international company, with a premium brand of freediving products - Lobster. Over 3 years of experience in Marketing and Digital Marketing Management. Adept in driving company growth through implementing business campaigns and initiatives, researching markets and developing product roadmaps. Skilled in creating targeted marketing campaigns to drive engagement, traffic, brand awareness and sales. Experienced in creating and integrating business plans, procedures, setting goals and implementing strategies focused on internal and external performance and growth, identifying and implementing process improvements to drive efficiency and productivity.

## SKILLS

- Product Roadmaps
- User and UX Research
- Marketing Strategy Development
- Product Development
- Teamwork and Collaboration
- Competitive Analysis
- Marketing Strategies and Research
- Product Management and Branding
- Brand Development
- Campaign Management
- Social Media Management Experience
- Brand Awareness and Identity

## EXPERIENCE

**CHIEF OPERATIONS OFFICER** | 12/2021 to Current  
**Creative Industries Association in Moldova, COR - Chişinău, Moldova**

**PRODUCT MANAGER** | 09/2021 to 01/2022  
**Lobster, Simpals - Chişinău**

**DIGITAL MARKETING MANAGER** | 05/2020 to 01/2021  
**Tagme Studio - Chişinău**

Worked with companies as Vita Juice, Floare Moldova, Nova Poshta and other less known brands and startups.

**SOCIAL MEDIA MANAGER** | 09/2019 to 05/2020  
**Zenith Media - Chişinău**

Worked with companies as Purcari Wines, Kit Kat, Coca Cola.

## EDUCATION AND TRAINING

**L. T. "Dragoş Vodă" - Chişinău, Moldova.**  
**05/2016**

**Universitatea De Stat Din Moldova - Chişinău, Moldova**  
Psychology

## LANGUAGES

**Romanian:** First Language

**Russian:**

Advanced

C1

**English:**

Advanced

C1