

## **Ivan FAINA**

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### **PROFESSIONAL EXPERIENCE**

#### **INDIGO GRUP IN AFFILIATION WITH MEDIACOM**

**Chisinau, Republic of Moldova | April 2017 – present**

##### ***Digital Marketing Director***

- Client portfolio management: Banking, Microfinance, Franchise, FMCG, Pharma, Construction etc.
- Creation and implementation of clients marketing strategies;
- Marketing audit of the clients;
- Budgeting marketing activities of portfolio companies (yearly/quarterly/monthly);
- Launching, monitoring and analysis of digital marketing campaigns;
- Elaboration of post buy reports of campaigns;
- Creating social media strategies (Content plan + ads): Facebook, Instagram, My Target.

#### **OM CREDITS 2 ALL SRL**

**Chisinau, Republic of Moldova | June 2016 – March 2017**

##### ***Marketing manager***

- Development and implementation of the Brand strategy;
- Budgeting marketing activities for a year and per month;
- Managing the marketing budget (approx. 150K annual);
- Planning and executing online campaigns. Administration of Google Ads account, Facebook page, My target ([www.ok.ru](http://www.ok.ru));
- Create content for site, on page and off page;
- Planning and executing offline campaigns, OOH, public transport advertising etc.;
- Collaboration and communication with local advertising agencies and studios for TV video production and OOH placement;
- Managing the phone and site surveys about marketing channels effectiveness and efficiency;
- Weekly and monthly reporting: advertising channel effectiveness and efficiency, costs per sale (CPS), cost per acquisition (CPA), web conversion rate, success funnel of online and offline channels.
- Competition monitoring by channel of advertising.

#### **ACADEMY OF ECONOMIC STUDIES**

**Chisinau, Republic of Moldova | September 2012 – Present**

##### ***University lector, Marketing and Logistics Cathedra***

- Responsible for assessing students on the objects as logistics and marketing in specialties Business and Administration, Accounting and Tourism;
- Starting with 2016, master classes of Online Marketing and Media Planning.

#### **NATIONAL ASSOCIATION OF MARKETING**

**Chisinau, Republic of Moldova | 2012 – Present**

##### ***Co-founder and Projects Manager***

- Directly responsible for project implementation (negotiation, management, logistics and deadline;
- Responsible for issuing brand books, market analysis, presentation for different companies which are interested in our market services

#### **MOLDCELL SA, part of TeliaSonera Sweden**

**Chisinau, Republic of Moldova | September 2014 – June 2016**

##### ***Digital, Web and Social Media***

- Developing and implementing online strategy of the company Moldcell SA;
- Responsible for site maintenance [www.moldcell.md](http://www.moldcell.md);
- Responsible for online projects like: e-shop, e-ticket, android and iOS applications etc.
- Responsible for Social media pages;
- Web analytics: Google Analytics, Social Bakers, Facebook insights.

#### **NEWS MEDIA ONLINE Ltd**

**Chisinau, Republic of Moldova | 2011 - 2015**

##### ***Co-founder and General Manager ([www.stirilocal.md](http://www.stirilocal.md), [www.agrobiznes.md](http://www.agrobiznes.md))***

- Budget planning and company accounting;
- Negotiating contracts and partnerships;
- Branding and rebranding of the sites.

**FANFAN.MD**

Chisinau, Republic of Moldova | February 2014 – February 2015

**Marketing Manager**

- Internet marketing: responsible for content on the site [www.fanfan.md](http://www.fanfan.md), Facebook page administrator, online promotions;
- CRM management;
- Planning, implementation and managing marketing activities.

**CONVEL Ltd**

Chisinau, Republic of Moldova | July 2012 – April 2013

**Marketing Manager**

- Planning, implementation and managing marketing activities;
- Facebook page administrator, online promotions;
- Competition monitoring by channel of advertising.

**NATIONAL COLLEGE of TRADE**

Chisinau, Republic of Moldova | September 2010 – 2013

**Lecturer of Logistics, Consumer Behaviour, Marketing**

- Responsible for assessing students on the objects as Logistics, Consumer Behaviour and Marketing.

**JURNAL TRUST MEDIA**

Chisinau, Republic of Moldova | February 2010 - 2011

**Executive Producer, News Department, Jurnal TV channel****Producer, Financial Journal program, Jurnal TV channel****Reporter, Economic Department, Jurnal TV channel**

- As a reporter, the main responsibility was to be the most informed journalist on economic issues as Jurnal TV was 24/24 news television in the country;
- Writing and drawing a minimum 5 economic and business news per day, two national and three international;
- As a producer, to broadcast the Financial Journal and managing the department of economic news;
- As executive producer, planning news in a half a day and team leader of the editorial that had approx. 70 workers.

**COSMOBIL Ltd**

Chisinau, Republic of Moldova | May 2007 – August 2009

**Administrator of Mobile Phone Store****Customer Sales Representative**

- Administration and selling mobile phones in a phone shop, mobile products and services;
- The main rule was: more sales, more salary.

**EDUCATION****SCHOOL MASTER IN ECONOMICS AND BUSINESS EXCELLENCE, ACADEMY OF ECONOMIC STUDIES**

Chisinau, Republic of Moldova | 2010 – 2012

**Advertising and PR Specialization****ACADEMY OF ECONOMIC STUDIES**

Chisinau, Republic of Moldova | 2007 – 2010

**Marketing and Logistics Specialization****NATIONAL COLLEGE of TRADE**

Chisinau, Republic of Moldova | 2003 – 2007

**Accounting Specialization**

## OTHER PROFESSIONALS DEVELOPMENT

### **SUPERNOVA DIGITAL SUMMIT CHISINAU 2019**

Chisinau, Moldova | October 2019

*Speaker, The big picture of making a strategy*

(<http://supernova.novaweb.md>)

### **UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT**

Chisinau, Moldova | October 2018

*Trainer, Practical training course on online/social media for communication professionals of the Ministries of the Government of the Republic of Moldova*

### **ONLINE VIDEO ADS CONFERENCE 2018**

Chisinau, Moldova | October 2018

*Speaker, YouTube for Performance: Turn attention into action with video Ads*

(<http://novaweb.md/conference/>)

### **ICEE FEST 2018 – DIGITAL AND TECH CONFERENCE**

Bucharest, Romania | June 2018

*Digital Marketing Trainings*

### **DIGITAL DAY 2018 – INTERNET MARKETING AND ADVERTISING ANNUAL CONFERENCE**

Chisinau, Moldova | March 2018

*Speaker, My Target - My Channel, My Sales, My Results. ( <https://goo.gl/gCBe8K> )*

### **TELIASONERA EURASIA**

Istanbul, Turkey | January 2015

*Training, Digital Marketing*

### **POLISH-CZECH-SLOVAK SOLIDARITY FOUNDATION**

Warsaw, Poland | April 2013

*Training, Promoting Independent Media Through Desktop Publishing*

### **HUSQVARNA GROUP**

Jönköping, Sweden | August 2012

*Training, Digital marketing*

### **ANTENA 1 & ANTENA 3 TV CHANNELS**

Bucharest, Romania | December 2010

*Training, the Management of News Editorials*

### **ORANGE MOLDOVA S.A.**

Chisinau, Republic of Moldova | 2007 - 2009

*Series of training, the Development of Communicational Skills, the Organizational Culture in an Enterprise*

### **ANTIM (Association of National Young Managers)**

Chisinau, Republic of Moldova | February 2008

*Business Plan National Contest, finalist*

## ADDITIONAL INFORMATION

**Languages:** Romanian (native), English (fluent), Russian (fluent), French (beginner).

**Computer:** MS Office, Facebook, Google Ads, Google Analytics, Photoshop (beginner), Joomla, WordPress, PrestaShop, Drupal.

**Interests:** Corporate strategy & transformation, geopolitics, philosophy, consumer behaviour, literature

**Hobbies:** Football (Soccer), reading, jogging.