

Topor Anna Alexandr



Date of birth: 19.05.1987
City: Chisinau
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Marital status: married
Driving license B

Education:

Educational institution: Slavonic University

Graduation: 2014

Faculty of Philology

Specialty: Russian language and literature

Educational institution: The Institute of Continuing Education

Graduation: 2016

Faculty of Information Technology.

Specialty: Web design and Web development

Qualifications:

1. 1.11.2017-25.01.2018 "Profession Director Mini MBA" SBC
2. 5.03.2018-31.05.2018 "SEO Pro" Author's course by Sergey Koksharov
3. 09/29/2019-5.10.2018 "Marketing Director Mini MBA" SBC
4. 7.09.2019-9.11.2019 stage 1 School of Photography by Roman Rybalev
5. 15.11.2020-15.03.2021 stage 2 School of Photography by Roman Rybalev

Trainings:

1. 27-28.04.2017 Business, Development, Sales and Marketing Forum
2. 05/23/2017 "Course Facebook and Instagram" Alexander Chancellor
3. 09/16/2017 "How to calculate the project budget" SBC
4. 31/10/2017 "Charisma of the Leader" Radislav Gandapas
5. 04/19/2018 "Conflict Management." SBC
6. 05/03/2018 "Secrets of Increasing Profits" Alexander Levitas
7. 07/24/2018 Conference 8P. Internet Marketing. Odessa, Ukraine
8. 11/24/2018 "Sell" Itskah Pintosevich
9. 12/12/2018 "Awesome presentations. The art of presentation." SBC
10. 12/18/2018 "How to manage complex subordinates" Maxim Batyrev
11. 03/25/2019 SMM intensive with Alexey Tkachuk
12. 09/28/2019 Digital-Marketing Trends 2019-2020 Dmitry Yurkov

Work experience:

2011-2015 Freelance Copywriter and SMM manager

2015 Studio Webmaster seo specialist

2015-2017 Studio Webmaster Head of SEO Department

2018-2020 part-time internet marketer KMB

2017-2021 Studio Webmaster Marketing Director

2021- HIT FM Marketing Director

2021-2022 Numina Marketing Director

2022- Nestle Brand Manager Infant Nutrition

Responsibilities:

- Identify trends and insights
- Allocate marketing investments
- Manage and train the rest of the team
- Motivate the digital marketing team to achieve goals
- Plan and direct marketing campaigns
- Prepare and manage a digital marketing budget
- Manage an organization's websites and maintain it, keeping best practices in mind
- Optimize content for the websites and social media platforms
- Manage and improve online content, considering SEO and Google Analytics
- Work with various content formats such as blogs, videos, audio podcasts, etc.
- Track the website traffic flow
- Implement and analyze performance metrics
- Measure ROI and KPIs
- Device experiments and conversion tests
- Provide internal reports on a regular basis
- Execute new and creative collaborations among technologies and platforms

Soft skills:

Good interpersonal and communication skills, team player, critical thinker and problem-solving skills, creative, sense of ownership and pride in your performance and its impact on a company's success.

Social Media:

Facebook: <https://www.facebook.com/anna.marinceva>

Instagram: @anna.marinceva

LinkedIn: <https://www.linkedin.com/in/anna-marinceva>