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● WORK EXPERIENCE

01/05/2020 – CURRENT Moldova

HEAD OF MARKETING RED SQUARE

- Develop and execute comprehensive marketing strategies aligned with the company's objectives, considering both national and international markets.
- Provide visionary leadership to the marketing team, ensuring alignment with overall business goals.
- Ensure brand guidelines are adhered to in all marketing efforts, maintaining a cohesive brand image nationally and internationally.
- Build and nurture strong relationships with clients at both the national and international levels.
- Develop tailored marketing plans for different international markets, considering cultural nuances and market dynamics.
- Lead digital marketing initiatives, including IT, social media, and online advertising, to drive visibility and engagement internationally.
- Recruit, train, and mentor a high-performing marketing team capable of executing campaigns on a national and international scale.

Website <https://rsq.marketing>

20/02/2018 – 20/02/2021 Moldova

PROGRAMME MANAGER YEP!MOLDOVA

- Design and implement incubation and acceleration programs for early-stage startups.
- Provide mentorship to startups, offering guidance on business development and strategy.
- Monitor the effective use of grants, ensuring alignment with program objectives.
- Foster relationships with industry partners, mentors, and stakeholders.
- Collaborate with universities to integrate entrepreneurship education into their curriculum.
- Organize events and forums to connect startups with potential investors and collaborators.
- Analyze and report on the performance and impact of startups and educational initiatives.

Website <https://www.yepworld.org/en>

01/03/2019 – 30/04/2020 Romania

MARKETING DIRECTOR PROFILACTIX

- Develop and implement marketing strategies aligned with the company's overall goals across the Romanian, Moldovan, and US markets.
- Lead digital marketing initiatives, including online advertising and social media campaigns tailored to the specific needs of each market.
- Collaborate with the sales team in Romania, Moldova, and the USA to create effective sales enablement tools.
- Elaborate marketing plans tailored to the unique characteristics of each market.
- Develop and manage the marketing budget, ensuring cost-effectiveness and maximum ROI in Romania, Moldova, and the USA.
- Work closely with other departments, such as operations and customer service, to ensure a unified approach across each market.

Website <http://profilactix.ro>

● EDUCATION AND TRAINING

03/06/2022 – 10/06/2022 Agrigento, Italy

ERASMUS+ YOUTH EXCHANGE „PLAN IT BE IT PLAN "B" FreeMinds in Action

- Improving participants' knowledge and attitudes towards voluntary activities.
- Showcasing a wide range of volunteering possibilities and the positive impact these can have on local communities.
- Creating awareness about the many transversal skills that can be gained from volunteering.
- Fostering enthusiasm towards volunteering in regards to their own personal and career development.
- Increasing effective employability.
- Stimulating a sense of initiative and entrepreneurial spirit.
- Increasing self-esteem and perceived value of the European community.
- Encouraging positive attitudes towards people with fewer opportunities and people from different cultures/countries of origin.

13/01/2020 – 21/01/2020 Wisznice, Poland

ERASMUS+ YOUTH EXCHANGE „DIGITAL YOU AND ME" Green Elephant Foundation

- To offer 40 young people over a period of 7 days the necessary knowledge and competences to use social media as a tool to become responsible (informed and active) citizens.
- To provide 40 young people with a set of competences that support active citizenship (both at national and European level), over the period of 7 days (this objective is accordance with a specific objective of the Erasmus+ programme: improve the level of key competences and skills for young people as well as to promote democratic life in Europe).
- To develop multicultural skills for 40 young people through specific activities and relations over the period of 7 days (this objective follows the line of one of the specific objectives of Erasmus+: enhance the international dimension of youth activities, in particular through the promotion of mobility and cooperation between stakeholders from Programme and Partner countries and international organisations).

2017 – 2020 Moldova

BACHELOR OF INTERNATIONAL RELATIONS Moldova State University

Website <https://usm.md/>

01/09/2019 – 09/09/2019 Errenteria, Spain

ERASMUS+ YOUTH EXCHANGE „SOCIAL MEDIA AND ACTIVE YOUTH" Abarka ONGD

- To offer young people over a period of 7 days the necessary knowledge and competences to use social media as a tool to become responsible (informed and active) citizens.
- To provide young people with a set of competences that support active citizenship (both at national and European level), over the period of 7 days (this objective is accordance with a specific objective of the Erasmus+ programme: improve the level of key competences and skills for young people as well as to promote democratic life in Europe).
- To develop multicultural skills for young people through specific activities and relations over the period of 7 days (this objective follows the line of one of the specific objectives of Erasmus+: enhance the international dimension of youth activities, in particular through the promotion of mobility and cooperation between stakeholders from Programme and Partner countries and international organisations).

28/09/2018 – 06/10/2018 Manchester, United Kingdom

ERASMUS+ MOBILITY OF YOUTH WORKERS „SERVICE VS LEARNING" BEAT BAZAAR PROJECTS

- To raise awareness on the objectives of The renewed framework for European cooperation in the youth field (2010-2018) with special focus on voluntarism;
- To make self – assessment on leadership competences through the renewed Youth work portfolio as an online tool;
- To improve competences as leadership, communication, self – esteem, organization, and management of tools and people.
- To be able to prepare, run and evaluate tools and methods on volunteer activities.
- To create new partner network among volunteer organizations and invent together future projects.

02/10/2017 – 13/10/2017 Gdynia, Poland

ERASMUS+ PROGRAMME „STUDY VISITS IN GDYNIA” Centre for Youth Cooperation and Mobility

I have had an opportunity to become familiar with the tasks, challenges, and activities of the three sectors in Poland: local government, non-governmental organizations (NGOs), and small businesses. This study visit was also a chance to get a glimpse on the Polish education system and to see an overview of the programs of the European Union on the scale of the Pomeranian Voivodeship in Poland. This was achieved through meetings and open forums with representatives of media, politicians, local activists, and students.

22/10/2016 – 01/11/2016 Tsaghkadzor, Armenia

ERASMUS+ YOUTH EXCHANGE „BEYOND THE LIMITS” UniGrowthDevelopment Center, Play It Big

- To create a space for personal development in connection with nature
- To give a chance to become familiar with use of natural environment in experiential outdoor activities
- To raise the sensitivity towards intercultural dialogue
- To form a network among like-minded organizations and individuals

● **LANGUAGE SKILLS**

Mother tongue(s): **MOLDAVIAN** | **ROMANIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
RUSSIAN	C2	C2	C2	C2	C2
ENGLISH	C1	C1	C1	B2	C1
FRENCH	B1	B1	A2	A2	A2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user
