



DMITRII SECINSCHII

PERSONAL AND CONTACT INFORMATION

Address: Grenoble str. nr. 120/4, ap. 142,
Chisinau, R. Moldova, MD-2011

Telephone: +373 67 737977

E-mail: secinschiidigital@gmail.com

Date of birth: 29.04.1988

Gender: Male

EDUCATION

2005 – 2009

University of Applied
Studies Faculty: General
Economy
Specialty: Business and Administration

2001 – 2005

Studium-Moldova, Chisinau
Courses of English

1994 – 2005

Theoretical Lyceum „Traian”, Chisinau

SUMMARY

Experienced Digital Marketing Professional and Trainer with a proven track record in developing and executing successful marketing strategies. Founder of Sechinsky Digital Marketing Agency, specializing in digital advertising, SEO, and content marketing. Passionate about educating others and sharing knowledge in the field of digital marketing.

Notable clients include Proactive Consulting, Organic Time, Kirsan Group, Trusty Digital, and US Motors.

PROFESSIONAL EXPERIENCE

2021/05 – present

Founder of Sechinsky Digital Marketing Agency

- Managing paid Marketing Campaigns for other businesses on Facebook and Instagram
- Managing Paid Marketing Campaigns for other businesses on Google
- Offering Digital Marketing Consulting services for other businesses

2018/09 – present

CMO – Proactive Consulting S.R.L. – <https://pro-active.md>

Planning, developing and executing marketing and advertising initiatives

- o Planning and managing paid Ads Campaigns:
 - Google Ads
 - Meta Ads
- o Planning and managing execution of organic posts on Social Media
- o Planning and managing execution of Email Marketing Campaigns
- o Planning and managing execution of SMS Campaigns
- o Maintaining and updating Proactive's web pages
- o Maintaining and updating automations in CRM

2016/08 – 2018/09

Sales Agent – International Travel Network (USA based company)

Responsibility:

- Selling airline tickets and up-selling company products
- Maintaining a good relationship with existing customers
- Finding optimal air routes and offering options for potential customers
- Post-acquisition support

2014/08 – 2016/02

Corporate Sales, Key Account Manager, JSC Moldtelecom, Chişinău

Responsibility:

- Managing and maintaining existing portfolio of Key Accounts;
- Maintaining a long-term relationship with accounts and maximizing sales opportunities within them;
- Promoting electronic communication services provided by JSC Moldtelecom;
- Identifying potential customers;
- Careful and effective processing of transactions with accounts;
- Negotiating contracts;
- Make and present personalized offers to corporate clients;
- Key interface between the customer and all relevant divisions;
- Post-acquisition support of services.

2012/06 – 2014/08

Corporate Sales, Direct Sales Manager, JSC Moldtelecom, Chisinau

Responsibility:

- Promoting electronic communication services provided by JSC Moldtelecom to potential clients in the region of responsibility;
- Identification of potential clients and extension of portfolio in region of responsibility;
- Presentation of commercial offers, negotiating and preparing contracts;
- Identifying optimal solutions for the clients;

- Post-acquisition support of services.

2010/10 – 2012/06

Corporate Sales, S.R.L. Ti-Bind, MediaNet™, Chisinau Responsibility

- Selling telecommunication solutions and services;
- Identification of potential clients;
- Contract negotiation;
- Prepare and present commercial offers;
- Maintaining client base and increasing their loyalty

2009/09 – 2010/05

Sales Manager, IM STM Acord SRL, Chisinau

Responsibility:

- Consulting potential clients about company commercial offers;
- Identify and establish contact with potential clients;
- Presentation of commercial offers;
- Customer orientation to the company's products;
- Contacting and informing customers about the next steps at each stage of the program;
- Active participation in planning and implementing sales strategy.

2008/10 – 2009/05

Sales Manager, SRL Intehsis, Chisinau Responsibility:

- Identify and establish contact with potential clients;
- Consulting potential clients about company products and services;

2008/05 – 2008/09

Park Services, Kings Island Amusement Park, Ohio,

USA Responsibility:

- Give directions to guests and answer questions about the park;
- Pick up litter and dispose of properly;
- Monitor guests visiting the park and report any problems or infractions of park rules to security.

2006–09 – 2007–08

Operator, SRL XL Print

- Large format printing

KNOWN LANGUAGES

- Romanian - native speaking and writing;
- Russian - native speaking and writing;
- English - very good speaking and writing.

PROFESSIONAL SKILLS

I am a person that likes to work with people in positions where communication is important and teamwork is essential. Able to perform well in high-pressure environments as I am very competitive with a strong motivation to succeed. I'm positive, interactive, proactive, very responsible and punctual. I like to be informed and get things done. Analytical thinking.

COMPUTER SKILLS

MS Excel; MS Word; Outlook; PowerPoint; etc.

HOBBIES

Collecting coins, swimming, astronomy, reading and traveling.

COURSES AND TRAININGS

- Training courses in business „**National Program for Economic Empowerment of Youth**”, ODIMM, Chamber of Commerce and Industry of RM;
- Training „**Time management. Time Waits For No One**” Trainer: Ilie Dercaci;
- Training „**KEY ACCOUNTS SALES**” – Aegis Business Trainings;
- Course „**Neuro-Linguistic Programming models in dealing with objections**” – Institute of Neuro-Linguistic Programming;
- Course „**Models of Neuro-Linguistic Programming in negotiations and sales**” – Institute of Neuro-Linguistic Programming;
- Workshop „**Efficient Sales for your Business**”, EVENDA International Business Training. Trainer: Lorand Soares-Szasz;
- Course „**Challenger Sales**”, ASCENDIS. Trainer: Ciprian Ouatu;
- Training „**Art of negotiation. Managing emotions**”, EVENDA International Business Training;
- Seminar "Energy Management in accordance with the standard 50001"