



SERGIU DIACONU

CEO, STRATEGIC COMMUNICATION
MARKETING, SALES

MY EXPERTISE

- Performance oriented
- Sales and negotiation
- Client and people oriented
- Good analytical and problem solving skills
- Excellent business correspondence skills
- Proactive
- Able to engage and line up teams towards objectives
- High sense of responsibility and organisation
- Ability to learn and adapt to new situations
- Desire to lead dynamic and challenging projects and teams
- Excellent presentation skills
- iOS, Microsoft Office, Palo Alto software for sales and business planning
- Driving licence: categories B and C

HOW TO CONTACT ME LANGUAGES

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sergiu@diaconu.md
sergiu@diaconu.md

- Romanian: native

Deputy General Manager

MStudio, Moldova | 1999 - 2001

Head of Staff Planning and Preparation

Ministry of Civil Protection and Emergencies, Moldova | 1997 - 1999

PROFESSIONAL EXPERIENCE

STRATEGIC COMMUNICATION SPECIALIST

Target Group Worldwide, Moldova | 2019-2022

Key performance: Marketing and communication group 14 years on the market, 5 as a market leader with 35% market share

TEAM LEADER/STRATEGIC COMMUNICATIONS/CEO

Target Group Worldwide, Moldova | 2005 - 2019

Key performance: Marketing and communication group 14 years on the market, 5 as a market leader with 35% market share

Project & Business Development Director

ASCOM GRUP SA, Moldova | November 2012 - 2017 Industrial-financial groups with its core business in oil, infrastructure, construction and property management

New Business Development Director

Publicis Group, Ukraine | Nov 2006 - Feb 2008 **Key performance: \$52mln in direct sales in year 1**

CEO and Founder

SMART/TBWA Moldova | 2003 - 2005

Key performance: Marketing agency ranking 3rd nationally

CEO and Founder

BRANDLUX, Moldova | 2001 - 2003

Commander of Platoon

Civil Protection Battalion and Emergencies, Moldova | 1996 - 1997

ACADEMIC BACKGROUND

Newport University, USA

Executive MBA 2004 - 2005

The Nicolae Balcescu Academy

Faculty of Social Management Class of 1996

The Nicolae Balcescu Academy

Military Academy Class of 1996

- Special troopes, parachutist & paratrooper

Military Lyceum

Chisinau, Moldova 1989 - 1992