



Dumitru Vlah

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ABOUT MYSELF

Experienced growth manager in educational programs, career orientation campaigns, and lead generation. An early adopter of digital tools and keen on automation processes. Taking responsibility for defining the product's strategy and roadmap. Excellent analyst and eager to improve products and marketing campaigns with testing and researching.

WORK EXPERIENCE

JUL 2024 – CURRENT Moldova

FOUNDER VECTOR ACADEMY

Responsible for developing the final product—an online learning platform tailored to the Romanian market. Overseeing full-cycle marketing and product management to ensure the platform's success while achieving objectives related to sales, branding, and community engagement.

APR 2023 – CURRENT Moldova

DIGITAL MARKETING TRAINER TEKWILL ACADEMY

Mentor of 5 courses with more than 100 students. Program:

- Digital Marketing
- Email Marketing
- Buyer Persona & User Interviews
- Modern Tools for Collaboration
- Chatbots
- Digital Tools for Automation

JUN 2022 – JUL 2024 Chișinău, Moldova

PROJECT MANAGER TEKWILL ACADEMY

Elevate the role of project manager through the coordination of hackathons, IT career fairs, private partnerships, and the development of educational programs tailored to the local IT & Marketing market. Efficiently manage teams to ensure the success of these initiatives while achieving goals related to sales, branding, and community engagement.

SEP 2023 – JUN 2024 Moldova

MANAGER OF TRAINING IT BUSINESS FACTORY MOLDOVA

Involved in the IT Business Factory Moldova project, aimed at enhancing the capabilities of our ICT company through specialized training. Supported by the European Bank for Reconstruction and Development (EBRD), the European Union, and ATIC, my role included recruiting companies and specialists, organizing training sessions, and managing feedback and reporting. Collaborated with EBRD to ensure the project's success and effectiveness in equipping participants for the digital economy.

APR 2021 – MAY 2022 Moldova

MARKETING MANAGER TEKWILL ACADEMY

Optimize and increase the marketing capacity of the project by setting up a new team and managing it. Deliver profitability, sales, lead generation, and traffic for IT training programs. Focus on brand awareness, developing new products, and partnerships.

OCT 2020 – APR 2021 Moldova

DIGITAL MARKETING SPECIALIST TEKWILL ACADEMY

Development and implementation of the project's social media strategies. Branding a new identity and growth of the project in the Republic of Moldova regions.

● **EDUCATION AND TRAINING**

OCT 2020 – JUN 2022 Cluj-Napoca, Romania

MASTER - PROJECT MANAGEMENT Babes-Bolyai University

Project Cycle Management, Change Management, Financial Audit of Projects, Business Ethics, Financial Accounting.

Level in EQF EQF level 7 |

Thesis Business Plan for Establishing a Marketing Agency: An Analysis of Marketing Needs in Small and Medium Enterprises in the Republic of Moldova

SEP 2017 – JUN 2020 Cluj-Napoca, Romania

BACHELOR - MANAGEMENT Babes-Bolyai University

Business Finance, Databases and Software, Marketing Policies and wide types of management: HR, Strategic, Investment.

Level in EQF EQF level 6 | **Thesis** The use of Decision Support System software products in the investment management

● **SKILLS**

Website

- Designing wireframes & mockups in Figma
- Advanced user of website constructors: WordPress, Elementor, Tilda, Oxygen
- Experience with shops online - Woocommerce
- Good knowledge of UX / UI Principles
- Website analysis and tracking with Google Analytics & Hotjar
- Building Heatmaps for a better understanding of the visitor interaction
- Researching the Customer Journey Map for products

Marketing Automatization

- Automating repetitive marketing tasks - Zapier
- Scraping data for marketing purposes with botpath - RPA Software
- EmailerLite - automation workflow with triggers for email marketing
- Manychat - complex chatbots for social media

Email Marketing

- 5 years experience in email marketing
- Tools used: Mailchimp / ActiveCampaign / EmailerLite

Facebook & Google Ads

- Building strategies and action plans
- Setting up campaigns

Other skills

- Quick data handling and analysis in Google Sheets
- An active listener in a team and facilitator among its members
- Very good time management and task management in Asana/Jira/Miro
- High adaptability, approaching problems outside the box, and creative
- Fast learner and enthusiastic in order to excel in everything I do
- Strategic thinker and direction giver in a team

● **LANGUAGE SKILLS**

Mother tongue(s): **ROMANIAN**

Other language(s):

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

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

● COURSES

Courses

- Fundamentals of Digital Marketing - Google Garage
- Inbound Marketing - Hubspot
- Google Analytics Advanced
- IT Project Management - 60h - Tekwill Academy
- UX Design Fundamentals - 60h