



# Calinciuc Alexandra

069064761

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## SOFT SKILLS

- Perseverance
- Emotional intelligence
- Problem solving
- Flexibility
- Active learning
- Effective communication

## EXPERIENCES

### DIGITAL MARKETING MANAGER

MARKETHINK AGENCY, 2022-prezent

- Development of digital marketing strategies, presentation of relevant channels, formats, and creative concepts for main campaigns and social campaigns.
- Development of media plans, preparation of files for placement, monitoring, and reporting of campaigns carried out on publisher platforms.
- Creation, monitoring, optimization, and reporting of paid campaigns on Meta and Google Ads.
- Development of media planning for each paid campaign and reporting (CTR, ROAS, VTR, etc.).
- Identification and contracting of new service providers, as well as monitoring of financial documentation.

### DIGITAL MARKETING MANAGER

energbank, 2023-2025

- Design and implementation of digital marketing strategies, including the selection of appropriate channels, content formats, and creative directions for key brand and social media campaigns.
- Planning media activities, organizing assets for ad placement, and overseeing the execution, tracking, and performance analysis of campaigns across publisher networks.
- Managing paid advertising efforts on Meta and Google Ads – from setup and optimization to performance tracking and reporting on key metrics such as CTR, ROAS, and VTR.
- Sourcing and onboarding new service partners, along with managing related financial and contractual documentation.

### PROJECT MANAGER

ADCENTER, 03.2023-09.2023

- Maintaining communication with existing clients, preparing proposals for potential clients.
- Planning and assigning tasks for the team.
- Monitoring the project implementation process and addressing client objections
- Contracting external suppliers to deliver the services requested by the client.
- Monitoring client-related documentation per project, as well as financial documentation.

### DIGITAL MARKETING MANAGER

STARINET, 12.2022-02.2023

- Developing digital marketing strategies, presenting relevant channels, formats, and creative concepts for main campaigns and social campaigns.
- Creating media plans, preparing files for placement, monitoring, and reporting on campaigns carried out on publisher platforms.
- Creating, monitoring, optimizing, and reporting on paid campaigns on Facebook Ads and Google Ads.
- Developing media planning for each paid campaign and reporting performance metrics (CTR, ROAS, VTR, etc.).

### MARKETING SPECIALIST

STARINET, 10.2021-12.2022

- Developing media plans for TV and radio.
- Monthly, per-campaign, and annual budget planning, along with expense reporting.
- Contracting potential suppliers and organizing and managing the service delivery process.
- Developing creative concepts for events, as well as planning and organizing them.

### MARKETING AND PUBLIC RELATIONS DEPARTMENT

ASUSM, 02.2019 - 09.2019

- Creating social media posts
- Writing announcements and copy
- Organizing events



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## Education and Certifications

### Google Digital Academy (Skillshop)

- Google Ads Search Certification 11.2022
- Google Ads Display Certification 12.2022

### Coursera

- Google Digital Marketing & E-commerce Professional Certificate(7/7)
- Google Data Analytics Professional Certificate (2/8)

### State University of Moldova

- Master's Degree in Economic Sciences: Marketing Studies, 2021-2023
- Bachelor's Degree in Economic Sciences: Marketing and Logistics, 20018-2021

### Center of Excellence in Informatics and Information

- Technologies Informatics, 2014-2018