



# Ecaterina Cravcenco

Project, Marketing Manager

☎ +373 69 309 406 ✉ ec.cravcenco@gmail.com

## ABOUT ME

- I like and know how to work in a team, find an approach to everyone and resolve conflicts;
- I have experience in volunteering and running my own projects;
- I achieve my goals without stopping halfway;
- Communicative and proactive;
- Always ready to learn and improve myself.

## SKILLS

- Social Media
- Tilda
- Canva
- Google Docs
- Microsoft Office
- Leadership
- Project Planning
- Communication skills

## LANGUAGES

- Russian – native
- Romanian – C1
- English – B2

## EXPERIENCE

### **NewsMaker.md | Nov 2022 - Present**

#### Marketing manager

- Advise and assist in selecting a service and product for a project and generate a quotation;
- Ensured all project objectives were met within scope and budget;
- Track results, evaluated, analyzed, monitored and reported project progress to clients and managers;
- Handled the implementation of promotional projects for clients;
- Develop strategies to communicate and engage people who support our company financially;
- Negotiated and cooperated with various companies and event organizers.

### **Panda Tour | Ceh 2021 - Okt 2022**

#### Brand marketer

- Created marketing plan;
- Supervised the creation of content;
- Placed them on the website and social media platforms;
- Researched the market, competitors;
- Analyzed advertising campaigns and drew conclusions;
- Organized events and was the company's representative at various festivals.

## EDUCATION

Bacalaureat | 2019 – 2022

Universitatea de Stat din Moldova

Marketing and logistics

Cources| Feb – Mar 2024

Tekwill Academy

Project Management in IT