



👤 36 ani  
♂ Masculin  
📍 Chișinău

## Preferințe

- Full-time

## Limbi

- **Română** · Comunicare
- **Rusă** · Fluent
- **Engleză** · Comunicare

## Permis de conducere

Categoria: B  
Cu automobil personal

**Datele de contact sunt contra cost. Detalii aici: <https://www.lucru.md/ru/preтури/cv>**

# (EN) Media Buyer / Digital Marketing Specialis

## Despre mine

- Practical experience in online advertising for more than 10 years.
- Launched more than 100+ different business directions both in Moldova and abroad.
- Run hundreds of experiments.
- The amount of the budget spent is more than \$ 500,000 for the entire working time.
- Understanding of the particularities of each advertising channel and the algorithms of its work.
- All this knowledge allows me to get results with maximum efficiency, in a short period and without losing the advertiser's budget.
- Experience with CPA networks (traffic arbitrage) Tier1, Tier2, Tier3.
- Strategy development of advertising campaigns
- Creation of advertising campaigns in Google Ads, Yandex.Direct, Facebook, Instagram, Vk
- Technical specification for the creative designer
- Analysis and optimization of advertising campaigns
- Segmentation of the intended audience
- Creative new merchandising ideas
- Optimization of advertising campaigns

## Experiența profesională

**Digital Marketing Specialist** · Private Specialist · Chișinău

*Februarie 2020 - Prezent · 5 ani 10 luni*

- Creating and running advertising campaigns on Facebook, Instagram, Google Ads.
- Generating new ideas and methods for promoting the services of the company.
- KPI execution at a cost per lead.
- Writing technical specifications for the designer
- Web analytics (Yandex.Metrica, Google Analytics, Google Tag

Manager, Google Data Studio)  
- Record keeping.

**Traffic manager** · Energy Fitness (Fitnesscom SRL) · Chişinău

*Iunie 2018 - Decembrie 2020 · 2 ani 6 luni*

- Creating and running advertising campaigns on Facebook, Instagram, Google Ads.
- Generating new ideas and methods for promoting the services of the company.
- KPI execution at a cost per lead.
- Writing technical specifications for the designer
- Web analytics (Yandex.Metrica, Google Analytics, Google Tag Manager, Google Data Studio)
- Record keeping.

**Contextual advertising specialist** · Uniweb · Chişinău

*Octombrie 2017 - Iunie 2018 · 9 luni*

Creating advertising campaigns in Google AdWords.  
Running advertising campaigns in Google AdWords.  
Analyzing the effectiveness and optimization of advertising campaigns  
Weekly/monthly reporting to the clients.  
Web analytics (Yandex.Metrica and Google Analytics)

**Специалист по контекстной рекламе** · amily.agency · Chişinău

*Februarie 2015 - Decembrie 2016 · 1 an 10 luni*

Creating advertising campaigns in Yandex.Direct and Google AdWords.  
Optimization of advertising campaigns.  
Running advertising campaigns.  
Preparing reports regarding the weekly/monthly performed work.  
Processing the incoming requirements and calls.  
Media Planning.

**Domeniul dorit**

- Marketing / Publicitate / PR

**Studii: Superioare**

**Slavic University of Chisinau**

*Absolvit în: 2021*

