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# Marketing manager

## Despre mine

I am driven, creative thinking, organised team player. Past experience has given me the opportunity to perform a variety of tasks with an out-of-the-box approach, and while I meet those challenges creatively, I also have proven to be extremely organised and responsible with documents and routine tasks. I can run several projects at a time, working effectively both as a manager and as a performer. I handle any assignment with dedication, innovation, and a degree of perfectionism.

## Experiența profesională

**Communication coordinator** · Lifting Hands International · Bălți

*Septembrie 2023 - Prezent · 2 ani 3 luni*

LHI is a US-based nonprofit organization with a humanitarian mission to provide aid to refugees at home and abroad.

My responsibilities as a communication coordinator at LHI Balti community center are:

- Producing photo and video content and copywriting for daily social posts on all social media platforms.
- Monitor and respond to comments, messages, and mentions on social media platforms.
- Actively participate in center promotion and event planning.
- Translating video content from Ukrainian to English and assisting in editing reels for social media
- Encouraging social media engagement and moderating all social media platforms
- Managing digital content across various channels
- Preparing and delivering weekly presentations on social media engagement metrics

Competențe: Social Media Metrics

**Marketing Manager** · Tom Tailor · Москва

*August 2019 - August 2023 · 4 ani 1 lună*

Tom Tailor is a casual clothing brand founded in Germany. I was a part of the Moscow based office.

My responsibilities as a marketing manager were:

- Leading sustainability projects within the Russian office (including strategy development and implementation) and

## TOP Competențe

- **Social Media Metrics** · 2 ani

## Preferințe

- Full-time
- Remote

## Limbi

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

## Competențe

- Problem-Solving Skills
- Organizational skills
- Fast learner
- Multitasking
- Interpersonal Skills
- Communication Skills
- Copywriting
- Innovation
- Creative thinking
- Media Production
- SMM
- Adaptability
- Stress resistance
- Team Orientation

- 1C
- Microsoft Office
- English C1 Advanced

communicating our eco initiatives to customers.

- Leading the company's social media representation, working closely with an SMM Agency.
- Performing as a trade marketer by communicating with shopping centres. Being in charge of the brand's representation within shopping center websites and social media. Developing and exercising marketing support plans for stores with weak KPI results (on a commercial and non-commercial basis).
- Leading company's Customer Care Service. Handling costumers requests via email, chat on the website, marketplaces, and reviewing websites.
- Actively participating in development and implementation of marketing strategy, advertising campaigns and corporate events planning.

My responsibilities required working closely with CRM database (Mindbox) and website administrative interface (Bitrix24).

## **Manager · Booking Machine Agency · Москва**

*Mai 2018 - Iunie 2019 · 1 an 2 luni*

Booking Machine Agency is a concert agency, also representing itself as record label. I worked within its artist merchandise store Oxxxxyshop.

My responsibilities as a merchandise store manager were:

- Actively participating in designing new products and coordinating the manufacturing proses.
- Assisting at photoshoots and videoshoots.
- Performing as a PA to the artist and Artist Manager.
- Working with costumers both offline and online.
- Creating visual content and copywriting for social media outlets.

## **Domeniul dorit**

- Marketing / Publicitate / PR

## **Studii: Superioare**

### **Moscow Pedagogical State University**

*Absolvit în: 2020*

Facultatea: Institute of Foreign Languages

Specialitatea: Linguistics, Translation studies

### **Moscow University of Finance and Law**

*Absolvit în: 2019*

Facultatea: Faculty of Media & Communication

Specialitatea: Public relations and marketing