



👤 34 years
♀ Female
📍 Chişinău

in

TOP Skills

- **Team Working** · 3 years
- **JIRA** · 3 years
- **Manual Testing** · 3 years
- **Management de Proiect** · 2 years
- **AI models** · 2 years
- **Technical Writing Skills** · 2 years

Preferences

- Full-time
- Flexible
- Remote
- Hybrid
- In-house

Languages

- **Romanian** · Fluent
- **Russian** · Fluent
- **English** · Fluent

Driving licence

Category: B

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

Project Manager, Marketing Manager

About me

Marketing Project Manager with over 2 years of experience leading digital and content-driven projects across fintech, AI, and sports industries. Managed 10+ international campaigns for major sports events, achieving 95% client satisfaction and consistent on-time delivery. Skilled in email marketing and persuasive copywriting, with a strong focus on engagement and conversion optimization. Passionate about leveraging AI tools (ChatGPT, Claude, Qwen) to automate workflows and reduce repetitive tasks, improving team efficiency by 20%. Expertise in Agile project management (JIRA), cross-functional collaboration, and performance-oriented content strategy.

Work experience

Project Manager (Team Lead) · Avantaj Prim · Chişinău

January 2023 - September 2025 · 2 years 9 months

1. Managed the end-to-end lifecycle of 10 + sports marketing projects in the betting industry, consistently delivering on schedule and achieving a 95% client satisfaction rate.
2. Headed marketing materials coordination for sport events in the betting field (Royal Ascot, Goodwood, Premier League, EURO 2024, Olympic Games, Wimbledon, F1) and optimized the publication of over 500 football and horse racing article predictions.
3. Trained and mentored 5+ new employees, automated repetitive tasks using AI-driven tools, streamlining workflows and increasing team efficiency by 20%.
4. Optimized content and promotional landing pages, ensuring responsive design and enhancing user interaction with key offers.
5. Developed and managed targeted newsletters, focused on major sports events and exclusive offers, successfully driving client engagement and boosting promotion visibility.

Skills: Management de Proiect

Technical Writer · Contave · Chişinău

March 2021 - May 2023 · 2 years 3 months

Produced technical documentation for AI software products, including machine learning models for data detection, leading to 20% of users reporting improved understanding and effective use of the product.

Skills: AI models, Technical Writing Skills

Information System Analyst · MUUME · Chişinău

August 2016 - June 2020 · 3 years 11 months

Produced technical documentation for AI software products, including machine learning models for data detection, leading to 20% of users reporting improved understanding and effective use of the product.

Skills: Team Working, JIRA

Information System Analyst · MUUME · Chişinău

July 2016 - April 2020 · 3 years 10 months

Wrote user guides that reduced onboarding time by 25% and boosting training efficiency by 30%.

Skills: Manual Testing

Desired industry

- Marketing / Advertising / PR

Education: Higher

USM

Graduated in: 2015

Faculty: Faculty of Foreign Languages and Applied Linguistics

Speciality: Applied Linguistics

Courses, trainings

Digital Marketing Certificate Course

Graduated in 2022

Organizer: Online Event