



- 👤 31 years
- 👤 Female
- 👤 Chișinău
- ✉ 2 000 EUR

## TOP Skills

- **Key Performance Indicators** · 4 years
- **Project Management** · 4 years
- **Team Working** · 4 years
- **Team Management** · 4 years
- **Market Research** · 2 years
- **Product Marketing** · 2 years

## Preferences

- Full-time
- In shifts
- In-house
- Hybrid
- Remote

## Languages

- **Romanian** · Don't know
- **Russian** · Don't know
- **English** · Native
- **Portuguese** · Native
- **Spanish** · Fluent

## Skills

- HTML
- JAVA
- PYTON

**Contact details are available for a fee.**  
**Details here:**  
<https://www.lucru.md/ro/preturi/cv>

# Chief Marketing Officer (CMO)

## About me

Sales Manager with 5+ years of experience driving revenue growth through integrated sales and marketing strategies, market management, and leadership of high-performing teams. Proven track record of consistently exceeding KPIs, achieving up to 120% of sales targets, increasing lead conversion rates by 25%, and boosting customer retention by 15%. Experienced in marketing performance management, campaign optimization, and product and market analytics to support go-to-market strategies and pricing decisions. Skilled in coaching and motivating teams, leading 12 sales representatives to surpass quota attainment by 110% year-over-year. Strong background in media and marketing analytics, leveraging KPI tracking and data-driven insights to optimize campaigns, strengthen client acquisition, and deliver measurable business impact.

## Work experience

### **Marketing and Sales General Manager** · Nerdy (NYSE: NRDY) · NEW YORK - USA *October 2024 - Present · 1 year 4 months*

Marketing and Sales General Manager  
Led integrated marketing and sales strategies to drive revenue growth and market expansion.  
Set sales targets, KPIs, and forecasts while overseeing client acquisition and key accounts.  
Managed brand positioning, campaigns, and go-to-market initiatives across channels.  
Controlled budgets, analyzed performance metrics, and optimized ROI.  
Built and led high-performing teams and collaborated cross-functionally to support business growth.  
Skills: Team Working, Team Management, Business Marketing, Sales Development

### **Project Manager and Sales Representative Coach** · Cisco Systems, Inc. · ISTAMBUL *February 2023 - September 2024 · 1 year 8 months*

- Apache
- Nginx system • Postman
- Swagger (OpenAPI) • Zendesk (4 years) • Design • Microsoft Word • Microsoft Project • Marketing performance • Workforce management • WordPress
- Drupal
- Joomla • Data Analysis • EXCEL • MySQL and Post

## Driving licence

Category: B  
With personal auto

Led and managed projects within Cisco's dynamic portfolio of services, delivering technology solutions, services, and infrastructure projects aligned with business objectives and customer needs.

- Oversaw security and cybersecurity solutions, digital transformation initiatives, and enterprise architecture projects, ensuring on-time delivery, adherence to budget, and high-quality outcomes.
- Applied project management methodologies (Agile, Scrum, Waterfall, or hybrid) and tools such as Jira, MS Project, Smartsheet, Asana, and Cisco's internal platforms.
- Managed multiple concurrent projects while maintaining strong stakeholder engagement and communication, driving customer success and managed services initiatives.
- Monitored and exceeded sales KPIs, tracking individual and team performance, and implemented management and team leadership KPIs to optimize results.
- Designed and delivered training programs for sales teams of 12-25 members, both in-person and online, focusing on product knowledge, sales techniques, client engagement, and KPI achievement.
- Developed tailored coaching sessions to improve team performance, increase lead conversion rates, enhance client retention, and ensure consistent follow-up and reporting.
- Evaluated team performance against KPIs, provided constructive feedback, and implemented action plans to address gaps and sustain high achievement levels.
- Created learning materials

**Skills:** Market Data, Key Performance Indicators, Sales Management, Project Portfolio Management, Project Management

## Media Analytics associate · Wieden + Kennedy- New York, NY · NEW YORK - USA

*March 2020 - January 2023 · 2 years 11 months*

- Collected, analyzed, and interpreted media data to provide actionable insights for campaign optimization and improve brand presence.
- Worked closely with marketing, creative, and sales teams to ensure media strategies align with brand objectives.
- Developed and monitored key performance indicators (KPIs) to measure campaign effectiveness and ROI.
- Presented findings and data-driven recommendations to stakeholders, supporting strategic decision making.
- Conducted competitor and market analysis to identify trends, opportunities, and performance

benchmarks.

- Designed dashboards and visual reports using tools such as Google Analytics, Tableau, and Excel for data-driven storytelling.
- Collaborated with cross-functional teams to optimize media spend and maximize campaign reach and engagement.
- Supported audience segmentation, targeting, and media planning to improve campaign precision and efficiency.
- Assisted in training junior analysts and team members on data analysis methodologies and best practices.
- Ensured data integrity, accuracy, and consistency across multiple platforms and reporting systems.

Skills: Key Performance Indicators, Project Management, Team Management, Team work

### **Market Research / Consumer Insights Intern ·**

General Motors Company (GM) · denver

*January 2016 - December 2018 · 2 years 11 months*

Support automotive market and consumer research across vehicle segments, mobility trends, and EV adoption.

Analyze customer preferences, buying behavior, and ownership experience across GM brands.

Assist with competitor benchmarking (pricing, features, positioning, and launches).

Collect and interpret data related to vehicle performance, brand perception, and customer satisfaction.

Prepare insights and presentations to support product planning, marketing, and sales strategies.

Collaborate with marketing, product, and engineering teams to translate insights into action.

Skills: Team Working, Market Research, Product Marketing, Manufacturing Engineering

## **Desired industries**

- Sales / Retail
- Management
- Marketing / Advertising / PR

## **Education: Higher**

### **University of Denter**

*Graduated in: 2018*

Faculty: project management and product engineering.

Speciality: (Master of Science in Engineering)

**University of Denter**

*Graduated in: 2015*

Faculty: Marketing Analytics (Graduate Certificate) Dual Faculty

Speciality: Marketing

**Courses, trainings**

**CPC Pmi-cp™ Certification Risk Management Risk Management**

*Graduated in 2021*

**CompTIA Project+ Program Management Professional (Pgmp) Program Management Professional (Pgmp)**

*Graduated in 2022*

**OSHA 30**

*Graduated in 2018*