



♀ 37 ani  
♂ Masculin  
⌚ Chișinău  
✉ 27 000 MDL

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## Preferințe

- Full-time

## Limbi

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

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

# Marketing or Business Development Management

## Despre mine

I'm a customer-oriented professional with the right set of technical understanding, business thinking and commercial know-how. This skill mix allows me to excel in public relations, marketing communications and business development roles within telco, software and digital transformation companies.

- Cold calls
- Sales Pipeline development
- Live demos
- Efficient Communication
- B2B relations management
- Copyrighting
- SMM
- Performance Based Reporting

## Experiența profesională

### **Business Development Executive** · EBS Integrator

· Chișinău

*Februarie 2016 - Prezent · 10 ani 1 lună*

Marketing Manager

Jan 2019 - NOW

- Develop strategies and tactics to get the word out about our company and drive qualified traffic to our front door
- Deploy successful marketing campaigns and own their implementation from ideation to execution
- Produce valuable and engaging content for our website and blog that attracts and converts our target groups
- Build strategic relationships and partner with key industry players, agencies and vendors
- Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds wisely
- Oversee and approve marketing material, from hard copy brochures to case studies
- Measure and report on the performance of marketing campaigns, gain insight and assess against goals

- Devise a web content strategy that aligns with the company's wider goals.
- Creation of a content marketing calendar to ensure regular content on the website throughout the year.
- Writing entertaining and informative search engine optimized copy.
- Targeting keywords set by the online marketing manager and basing articles around them.
- Keeping up to date with industry best practice and monitoring content activities of competitor websites.
- Re-purposing content for different mediums including social media and video.
- Creation of entertaining and informative video content for the website.
- Working alongside the social media manager to create content for the different social media channels.
- Updating all sections of the website including homepage and all other categories.

Title Business Development Executive

Dates Employed Feb 2016 – Jan 2019

Managing Domestic and International Customer Base

- Agreeing project objectives;
- Representing the client's and organisation's interests
- Providing assistance and communication on eventual project management processes;
- Making sure that all the aims of the project are met;
- Making sure the quality standards are met;
- Overseeing the accounting, costs and billing;
- Hold full customer communication cycle from initial interaction to project completion;
- Build long-term relationships with customers and follow on eventual development processes;
- Establish, maintain and expand the company's customer base;

### **Commercial Business Executive · Noction · Chișinău**

*Februarie 2013 - Septembrie 2014 · 1 an 8 luni*

B2B Sales, Product Screening, Live Demos, Copy-editing and proof reading articles and other web content, Finding and developing new ideas for web content, Assuring web content is user-friendly and key-worded for SEO benefit, Assuring web content is user-friendly and key-worded for SEO benefit.

### **Office Management, IT Support and Back-Office Administration · UGSPAY · Chișinău**

*Octombrie 2011 - Februarie 2013 · 1 an 5 luni*

Back-office Operations, Commercial Assistantce, Office Management, IT Support - System Administration.

## **Studii: Superioare**

**Technical University of Moldova**

*Absolvit în: 2011*

Facultatea: Computers, Computer Science and Microelectronics

Specialitatea: Applied Computer Science