



👤 32 years

♂ Male

📍 Sîngerei

in

## TOP Skills

- **Brand and Reputation Management** · 5 years
- **Digital Media Buying and Strategy** · 5 years
- **Performance Analytics and Data-Driven Decision Making** · 5 years
- **Market Research and Competitive Analysis** · 5 years
- **Affiliate and Partnership Management** · 5 years
- **Account & Relationship Management** · 11 months

## Preferences

- Full-time
- No schedule
- Part-time
- Flexible
- Remote

## Languages

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

**Contact details are available for a fee.**

**Details here:**

**<https://www.lucru.md/ru/preturi/cv>**

# Affiliate Manager

## About me

I bring extensive experience across European Union and South American markets, leading IT, non-profit, and cross-industry business ventures. Fluent in three languages, I excel at building strong professional and personal relationships with individuals, business owners, and executives across diverse sectors.

As a Freelance Contributor – Geopolitical & Security Analysis, I specialize in delivering in-depth geopolitical analyses and reporting on key security, economic, and strategic developments in the Black Sea region and beyond. My work involves researching and writing comprehensive reports that offer insights into regional conflicts, international implications, and security policies, with a focus on NATO and EU strategies.

With dual citizenship in Moldova and Romania, I have the flexibility for international business engagements, enabling seamless travel to 150+ countries and unrestricted work within the EU. Proficient in SimilarWeb, Trello, and Asana, I thrive in fast-paced environments, driving projects to success through strategic management and innovative solutions.

## Work experience

### **Freelance Contributor – Geopolitical and Security Analysis** · Karadeniz Press · Remote

*January 2025 - Present · 11 months*

Key Responsibilities:

- Provide in-depth geopolitical analyses (≈ 3000 words) covering security, economic, and strategic dynamics in the Greater Black Sea Region.
- Analyze key security and political developments, focusing on power dynamics, NATO & EU policies, Russian influence, and regional conflicts.
- Deliver comprehensive reports on regional and international security issues, offering insights on their broader implications.
- Contribute to articles related to energy security and economic shifts affecting the region.

Key Achievements:

- Produce high-quality written content that provides in-depth perspectives on current geopolitical challenges in the region.
- Establish credibility as a trusted freelance contributor for analyses focused on regional stability and international relations.

Skills: Geopolitical & security analysis, International relations research, NATO & EU security policies, Regional conflict assessment, Analytical writing & reporting

## **Affiliate Manager & Digital Media Buyer · NDA · Remote**

*June 2019 - Present · 6 years 6 months*

As an Affiliate Manager & Digital Media Buyer, I successfully built and managed partnerships while executing high-performing media campaigns across European and South American markets. My expertise spans negotiation, contract management, and strategic media buying, driving measurable results.

Key Responsibilities:

- Partnership Management & Negotiation
- Initiated and maintained strategic partnerships, ensuring long-term value.
- Managed contract negotiations, lifecycle oversight, and performance optimization.
- Provided full partner support, including operational guidance, link generation, and reporting.
- Campaign Strategy & Execution
- Developed and executed targeted media buying strategies to maximize reach and ROI.
- Identified high-value audiences and optimized media placements for impact.
- Negotiated favorable ad rates, ensuring cost-effective campaigns.
- Monitored ad placements for performance, compliance, and brand alignment.
- Performance Analysis & Market Research
- Conducted competitive analysis to inform strategic decisions.
- Researched regional trends and regulatory landscapes to shape business strategies.
- Evaluated campaign performance metrics and adjusted strategies for optimal ROI.
- Compiled detailed reports to drive data-driven decision-making.
- Brand and Reputation Management
- Managed brand positioning and leveraged customer feedback for engagement.
- Spearheaded cross-marketing initiatives to expand brand visibility.
- Collaborated on creative development to enhance advertising impact.

Skills: Affiliate and Partnership Management, Digital Media Buying and Strategy, Performance Analytics and Data-Driven Decision Making, Market Research and Competitive Analysis, Brand and Reputation Management

## **Business Development Manager · Admitad GmbH · Kyiv**

*June 2018 - April 2019 · 11 months*

As a Business Development Manager, I specialized in partner acquisition, advertiser relations, and performance optimization, ensuring sustainable growth in affiliate marketing.

Key Responsibilities:

- Partner and Advertiser Acquisition
- Identified and attracted new potential partners and advertisers to expand business opportunities.
- Conducted negotiations and presentations to establish long-term collaborations.
- Account and Relationship Management
- Managed existing publisher relationships, providing guidance on program selection and dispute resolution.
- Advised partners on Admitad product usage, ensuring optimal platform integration.
- Traffic and Performance Monitoring
- Monitored publisher traffic sources (social media, contextual advertising, arbitrage, etc.) to ensure compliance and effectiveness.
- Analyzed traffic quality and implemented necessary adjustments for optimization.
- Operational and Strategic Management
- Facilitated communication between advertisers, partner networks, and internal teams to align goals.
- Maintained internal company systems for tracking and reporting.
- Generated and presented detailed reports on performance, partnerships, and market trends.

Skills: Account & Relationship Management, Traffic & Performance Monitoring, Strategic Communication & Coordination, Reporting & Performance Analysis, Partner and Advertiser Acquisition

## **Chief Operating Officer (COO) · Carbook Ukraine · Kyiv**

*November 2017 - March 2018 · 4 months*

As COO, I led the expansion and operational development of the Carbook platform, overseeing its growth from Ukraine to Romania and managing strategic projects to drive business efficiency and market penetration.

Key Responsibilities:

- Strategic Leadership & Operations Management
- Led the expansion of Carbook from Ukraine to Romania ([www.carbook.ro](http://www.carbook.ro)).
- Managed CB24, a CRM & BPM system for car garages in Romania, overseeing the B2B division ([www.cb24.ro](http://www.cb24.ro)).
- Ensured efficient SCRUM task processing and workflow optimization.
- Cross-Departmental Coordination
- Maintained strategic dialogue between Carbook and Romanian partners to foster collaboration.
- Generated and assigned tasks to IT, Marketing, and Financial teams, ensuring smooth implementation.

- Conducted budget planning and financial analysis to drive cost-effective operations.
- Marketing & Media Strategy
  - Planned and coordinated media campaigns, ensuring brand visibility and engagement.
  - Supervised social media strategy, managing Facebook presence and growing the community (<https://www.facebook.com/carbookromania/>).
  - Monitored and analyzed Google Analytics data to optimize digital performance.
- Team Leadership & Training
  - Supervised and mentored intermediate and junior staff, ensuring alignment with project goals.
  - Organized and facilitated workshops and training sessions to enhance team expertise.
- Localization & Product Development
  - Translated software components to ensure a seamless user experience for the Romanian market.

**Skills:** Strategic Leadership & Operations Management, Cross-departmental Coordination, Marketing & Media Strategy, Team Leadership & Development, Localization & Product Development

## **Content Manager · Carbook Ukraine · Kyiv**

*February 2017 - November 2017 · 10 months*

As a Content Manager, I ensured the smooth operation and user experience of the website by managing content, troubleshooting issues, and engaging with visitors.

**Key Responsibilities:**

- Website Management & Maintenance
  - Monitored and ensured the correct functioning of the website.
  - Identified and resolved minor errors, while documenting and reporting complex issues.
- User Engagement & Communication
  - Interacted with site visitors, addressing inquiries and providing support.
  - Facilitated a positive user experience through clear and timely communication.
- Content & Media Processing
  - Processed and optimized images for website use.
  - Sourced and verified relevant information online to enhance content quality.
- Technical Proficiency
  - Advanced user of Windows, MS Office, and internet research tools.
  - Effectively navigated website management systems and digital tools.

**Skills:** Website Management & Maintenance, User Engagement & Communication, Content Optimization & Media Processing, Technical Proficiency, Problem-Solving & Issue Resolution

## **Customer Support Representative · Flyhacks.com**

· Kyiv

*November 2016 - January 2017 · 3 months*

As a Customer Support Representative, I provided timely and courteous assistance to users, ensuring smooth communication and efficient issue resolution in the travel and booking sector.

Key Responsibilities:

- Customer Assistance & Issue Resolution
- Assisted users with booking inquiries, ensuring a seamless process.
- Responded to inbound emails and calls, resolving customer issues promptly and professionally.
- Contacted airlines on behalf of passengers, addressing their specific requests.
- Technical & System Navigation
- Efficiently navigated internal systems to provide accurate and relevant answers.
- Maintained detailed records of interactions for follow-ups and reporting.
- Communication & Problem-Solving
- Utilized strong interpersonal skills to handle customer concerns with empathy.
- Managed customer complaints under pressure, delivering quick and effective solutions.
- Maintained strong organizational skills to prioritize tasks and manage multiple cases simultaneously.

Skills: Customer Assistance & Issue Resolution, System Navigation & Technical Proficiency, Communication & Interpersonal Skills, Problem-Solving Under Pressure, Organization & Multitasking

## **Desired industry**

- Marketing / Advertising / PR

## **Education: Higher**

**Universitatea „Constantin Brâncuși” din Târgu-Jiu**

*Graduated in: 2016*

Faculty: Faculty of Juridical Sciences

Speciality: Law

**Ömer Halisdemir University**

*Graduated in: 2016*

Speciality: Law (Erasmus+ Traineeship Programme)

**Uniwersytet Opolski**

*Graduated in: 2014*

Faculty: Faculty of Law and Administration

Speciality: Law (Erasmus Studies Programme)

## **Courses, trainings**

### **SEO: Master Search Engine Optimization and SEO Link Building**

*Graduated in 2019*

Organizer: Udemy, Inc.

### **CPA Marketing Mastery & Innovation**

*Graduated in 2019*

Organizer: Udemy, Inc.

### **The Ultimate Facebook Ads MASTERY Course (Updated for 2019!)**

*Graduated in 2019*

Organizer: Udemy, Inc.