



👤 35 ani  
 ♀ Feminin  
 📍 Chișinău  
 f

## Preferințe

- Flexibil

## Limbi

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

## Permis de conducere

Categorie: B  
 Cu automobil personal

**Datele de contact sunt contra cost. Detalii aici: <https://www.rabota.md/ro/prices/cv>**

# Marketing/SMM

## Despre mine

Convincing,  
 Responsible,  
 Flexible,  
 Initiative,  
 Creative,  
 Punctual,  
 MS Word, Excel, PowerPoint, Internet, Social Media

## Experiența profesională

### Sales Advisor · H&M

*Septembrie 2022 - Prezent · 3 ani*

- Supporting Store Manager and Assistant Store Manager with the achievement of retail store targets by driving sales
- Delivering sales through friendly and efficient customer service
- Ensuring our customers have a fun and enjoyable shopping experience
- Assisting with processing store deliveries, visual merchandising, stock takes, markdowns and promotions

### Marketing Manager · BCR Chisinau S.A. · Chișinău

*Iulie 2017 - Iulie 2020 · 3 ani 1 lună*

Managing all marketing for the company and activities within the marketing department.

Developing the marketing strategy for the company in line with company objectives.

Co-ordinating marketing campaigns with sales activities.

Overseeing the company's marketing budget.

Creating promotions with advertising managers

Developing and managing advertising campaigns

### Project Assistant and PR Manager in „Perspective of a European Future for the Moldova Regions” · IDIS “ Viitorul” · Chișinău

*Ianuarie 2015 - Aprilie 2016 · 1 an 4 luni*

- Creation of team of 8 regional coordinators
- Organization of 2 meetings of 8 local coordinators, representatives of grantee and partners and preparation of public debates, street university and PR activities
- Organization of 16 public debates in 8 regions
- Realisation of the opening/introductory conference
- Organisation of a two-day study trip for Moldova representatives in Slovakia
- Creating of webpage and fanpages: facebook, twitter, youtube, google + -of the projects focusing on offering expert and objective information about the EU
- Creation of information leaflets, posters and calendars and their distribution
- Organization of 6 exhibitions of EU thematic caricatures in the streets of regional centres connected with an expert debate attended by Moldova and Slovak experts and embassies of EU member states in Moldova

**PR Manager in project „Provision of Consultancy Services to Strengthen Target LPAs through Inter-Municipal Cooperation” · IDIS "Viitorul" in colaboration with UNDP Moldova · Chişinău**

*Septembrie 2014 - Mai 2015 · 8 luni*

Developing promotional materials (banners, leaflets, posters)

- Participation in all activities aiming to promote the project in line with the implementation of activities under the contract
- Preparation of documents, interviews and other materials to promote results of the project.
- Participation in organizing informal meetings with professionals from various fields.
- Develop draft report (PR side) and the final version of the reports described the methodology of the project
- Organizing press conferences, elaboration and dissemination of press releases.

**PR Assistant in the project National Convention for European Integration of Moldova · IDIS "Viitorul" · Chişinău**

*Noiembrie 2012 - Decembrie 2014 · 2 ani 1 lună*

- Participation in the dissemination of project results.
- Coordinate activities related to the submission of the report and the project team coordination
- Maintaining the web page conventia.md
- Maintaining the facebook page National Convention on EU in Moldova

## **Project Assistant in the project National Convention for European Integration of Moldova**

· IDIS "Viitorul" · Chişinău

*Septembrie 2010 - Decembrie 2014 · 4 ani 3 luni*

- Participation in all activities aiming to promote the project in line with the implementation of activities under the contract
- Preparation of documents, interviews and other materials to promote results of the project.
- Participation in organizing informal meetings with professionals from various fields.
- Develop draft report (PR side) and the final version of the reports described the methodology of the project
- Organize working groups involving officials from Ministries, representatives their civil society

## **Project Assistant, Moldovan-German Forum ·**

IDIS "Viitorul" in colaboration with KHW Bank · Chişinău

*Octombrie 2014 - Octombrie 2014 · 1 lună*

- Participation in all activities aiming to promote the project in line with the implementation of activities under the contract
- Participation in all logistic activites

## **Project Assistant in „Challenges for the European course: Experience of the Western Balkans and the Eastern Partnership countries"**

· IDIS "Viitorul" · Chişinău

*Septembrie 2013 - Decembrie 2013 · 3 luni*

- Participation in all activities aiming to promote the project in line with the implementation of activities under the contract
  - Participation in organizing informal meetings with professionals from various fields.
- Participation in all logistic activites ( accommodation of foreign experts, arrange travel of experts, visas etc.)
- Organizing press conferences, elaboration and dissemination of press releases.

## **Project Assistant in “Building trust between both sides of the river Dniester - preparing professional experts in**

· IDIS "Viitorul" in

colaboration with HSS · Chişinău

*Martie 2013 - Iunie 2013 · 4 luni*

- Participation in all activities aiming to promote the project in

line with the implementation of activities under the contract

- Participation in organizing informal meetings with professionals from various fields.
- Organizing round tables with the partners (administrative coordination meetings with partners)
- Organize 3 joint workshops / trainings with experts and participants from both sides of the river Dniester.
- Organizing press conferences, elaboration and dissemination of press releases.

**Project Assistant in the project "Democracy and Good Governance in Moldova: Current Status and Key Trends" · IESPM · Chişinău**

*Ianuarie 2013 - Martie 2013 · 2 luni*

- Participation in all activities aiming to promote the project in line with the implementation of activities under the contract
- Participation in organizing informal meetings with professionals from various fields.

**Project Assistant in „European Integration Index for Eastern Partnership Countries” · IDIS "Viitorul in colaboration with SOROS Moldova · Chişinău**

*Septembrie 2012 - Decembrie 2012 · 3 luni*

- Responsible for smooth organization of the project “European Integration Index for Eastern Partnership Countries, public presentation in Chisinau, November 2012”.
- To coordinate, to monitor and ensure exact implementation of the planned activities, to report to the Soros Moldova, to connect other stakeholders, and establish a functional dialogue with the main representatives of the beneficiary.

**Project Assistant, Moldovan-German Forum · IDIS "Viitorul" · Chişinău**

*Mai 2012 - Mai 2012 · 1 lună*

- Participation in all activities aiming to promote the project in line with the implementation of activities under the contract

**Project Assistant in the project „Strengthening critical thinking on accelerating conflict resolution in Moldova through active involvement of international actors” · IDIS "Viitorul" in colaboration with Soros Moldova · Chişinău**

Septembrie 2010 - Septembrie 2011 · 1 an 1 lună

- Organize a number of key-meetings with state officials in Moldova for foreign experts, as well as in the breakaway region of Transnistria, OSCE Mission, think tanks, media

## **Studii: Superioare**

### **State University from Moldova**

*Absolvit în: 2014*

Facultatea: Journalism and Communication

Specialitatea: Public Relations and Advertising

### **State University from Moldova**

*Absolvit în: 2012*

Facultatea: Journalism and Communication Sciences

Specialitatea: Communication Sciences

## **Cursuri, training-uri**

### **"Democracy and Good Governance in Moldova: Current Status and Key Trends"**

*Absolvit în 2013*

Organizator: IDIS "Viitorul"

### **Summer school project "Building trust between both sides of the river Dniester - training of experts in public policy"**

*Absolvit în 2012*

Organizator: IDIS "Viitorul"

### **Participation in the conference theme of Moldova organizational performance. "Perforum"**

*Absolvit în 2012*

Organizator: AIESEC Moldova

### **Participation in training "Law and Ethics in the Media"**

*Absolvit în 2011*

Organizator: IDIS "Viitorul"