



👤 36 ani  
♂ Masculin  
📍 Bălți  
in 📍

## TOP Competențe

- **Translation and Interpreting** · 10 ani
- **SEO Copywriting** · 7 ani
- **Seo** · 7 ani
- **Ads** · 5 ani

## Preferințe

- Remote

## Limbi

- **Română** · Mediu
- **Rusă** · Nativ
- **Engleză** · Mediu

## Competențe

- Analiza Concurenței
- Audit
- Keyword Research
- Google ads
- SEO Copywriting
- Seo

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

# SEO | SEM | PPC | Content specialist

## Despre mine

Hey there! I'm a seasoned SEO and Google Ads specialist with more than 10 years of hands-on experience driving online growth through smart website promotion, targeted digital advertising, and innovative content strategies. From bootstrapping startups to scaling enterprise-level campaigns, I've worked across diverse industries like human resources, beauty, healthcare, and finance—adapting my expertise to both local markets (think regional SEO for small businesses in Moldova) and global arenas (such as SEO and ads for European, U.S., and Canadian brands).

## Experiența profesională

**SEO and PPC strategist** · Grand Resurs · Bălți  
*Aprilie 2023 - Prezent · 2 ani 8 luni*

Led strategic planning and execution of SEO and SEM growth initiatives across a portfolio of projects under the brand umbrella. Spearheaded personnel recruitment, fostered seamless cross-departmental collaboration, delegated high-impact tasks, and rigorously monitored progress, delivering data-driven evaluations that optimized outcomes and accelerated ROI.

Competențe: Translation and Interpreting, Ads, SEO Copywriting, Seo

**SEO and PPC specialist** · USA Link System · Bălți  
*Martie 2020 - Prezent · 5 ani 9 luni*

As a results-driven SEO and PPC specialist, I orchestrated a comprehensive suite of high-performance activities for the organization. This encompassed in-depth SEO landscape analysis, meticulous audits to uncover untapped opportunities, pioneering localization and content trans-creation workflows, seamless GTM integrations, bespoke international SEO frameworks, authoritative technical SEO guidelines, and advanced JSON-LD schema implementations. On the PPC front, I spearheaded market analysis, precise audience segmentation, and hyper-targeted strategies; forecasted and dissected monthly budgets for cost efficiency; tracked core paid media KPIs with laser focus; and crafted actionable, insight-rich reports that

informed pivotal optimizations. Furthermore, I drove end-to-end PPC campaign mastery through exhaustive keyword research, strategic ad grouping, and nuanced audience targeting - elevating performance across powerhouse platforms like Google Ads, LinkedIn, Facebook, Instagram, and Quora to generate explosive lead generation and conversion surges.

Competențe: Translation and Interpreting, Seo copywriting, Seo, Ads

### **SEO content-manager · SitesBun · Bălți**

*Decembrie 2017 - Martie 2020 · 2 ani 3 luni*

Directed hands-on on-site SEO optimization efforts, encompassing exhaustive audits, razor-sharp competitive benchmarking, granular traffic analytics, and transformative enhancements to blog posts, social media content, and web pages. Masterminded keyword research and semantic core architectures to supercharge inbound organic traffic from major search engines, consistently amplifying visibility and user engagement.

Competențe: Translation and Interpreting, Seo copywriting, Seo

### **Translator · Freelance · Bălți**

*Februarie 2015 - Decembrie 2017 · 2 ani 10 luni*

Delivered expert translations of specialized materials in medicine, technology, and law - from ENG-RU and RU-ENG - ensuring cultural nuance, technical precision, and regulatory compliance to empower global accessibility and seamless knowledge transfer.

Competențe: Translation and Interpreting

## **Domeniile dorite**

- IT, Tech
- Marketing / Publicitate / PR

## **Studii: Superioare**

### **Balti State University "Alecu Russo"**

*Absolvit în: 2013*

Facultatea: Physics, Informatics, and Mathematics

Specialitatea: Informatics and English