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34 ani
Feminin
Chișinău

in

TOP Competențe

- **Manual Testing** · 3 ani
- **Selenium Webdriver** · 3 ani
- **Wix** · 3 ani
- **WordPress** · 3 ani
- **Management de Proiect** · 2 ani

Preferințe

- Full-time
- Hibrid (Oficiu/Acasă)
- Remote
- În locația angajatorului

Limbi

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

Permis de conducere

Categoria: B

Project Manager, Marketing Specialist, Content Manager

Despre mine

Marketing Project Manager with over 2 years of experience leading digital and content-driven projects across fintech, AI, and sports industries. Managed 10+ international campaigns for major sports events, achieving 95% client satisfaction and consistent on-time delivery. Skilled in email marketing and persuasive copywriting, with a strong focus on engagement and conversion optimization. Passionate about leveraging AI tools (ChatGPT, Claude, Qwen) to automate workflows and reduce repetitive tasks, improving team efficiency by 20%. Expertise in Agile project management (JIRA), cross-functional collaboration, and performance-oriented content strategy.

Experiența profesională

Project Manager in Marketing (Team Lead) ·

Avantaj Prim · Chișinău

Iunie 2023 - Septembrie 2025 · 2 ani 4 luni

1. Led marketing sports projects, including stakeholder meetings and project planning, with a 25% increase in client registrations.
2. Managed project flow from concept to development for 20+ events (Ascot, Goodwood, Premier League, F1) coordinating marketing campaigns and assets.
3. Trained employees, improved team performance and project execution efficiency.
4. Developed and managed newsletters focused on major sports events and exclusive offers for a wide audience of clients, driving engagement and increasing visibility of promotions.
5. AI & Automation: ChatGPT, Claude, Qwen, AI image generation, automated research
6. Leadership & Mentorship: team building, clear communication, on-time delivery

Competențe: Management de Proiect

Information System Analyst · MUUME · Chișinău

August 2016 - Iunie 2020 · 3 ani 11 luni

1. Improved user guides and documentation, significantly enhancing the user experience and streamlining processes.
2. Increased shopping conversion rates by 25% through the development of interactive guides that addressed customer needs and improved product usage.
3. Delivered weekly reports and business updates to leadership, facilitating informed decision-making and driving strategic initiatives.

Competențe: Manual Testing, Selenium Webdriver, Wix, WordPress

Technical Writer · Katoen Natie · Chișinău

Noiembrie 2013 - Iunie 2016 · 2 ani 8 luni

- Cut the size of outdated reference guides by removing duplicate information, editing content for relevancy.
- Completely rewrote 5+ logistics guides, created templates and layouts for structuring documentation.
- Managed document repositories using SharePoint and Wiki tools, reduced search time of documents by 60%, increased team productivity.
- Created interactive tutorials in Adobe Captivate for end-users, reduced documentation and saved 35% of budget.

Domeniul dorit

- Marketing / Publicitate / PR

Studii: Superioare

USM

Absolvit în: 2015

Facultatea: Faculty of Foreign Languages and Applied Linguistics

Specialitatea: Applied Linguistics

Cursuri, training-uri

Digital Marketing Certificate Course

Absolvit în 2022

Organizator: Online Event