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

36 ani
Masculin
Chișinău

Preferințe

- Full-time

Limbi

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

Permis de conducere

Categoria: B
Cu automobil personal

(EN) Media Buyer / Digital Marketing Specialis

Despre mine

- Practical experience in online advertising for more than 10 years.
- Launched more than 100+ different business directions both in Moldova and abroad.
- Run hundreds of experiments.
- The amount of the budget spent is more than $ 500,000 for the entire working time.
- Understanding of the particularities of each advertising channel and the algorithms of its work.
- All this knowledge allows me to get results with maximum efficiency, in a short period and without losing the advertiser's budget.
- Experience with CPA networks (traffic arbitrage)

Tier1, Tier2, Tier3.

- Strategy development of advertising campaigns
- Creation of advertising campaigns in Google Ads, Yandex.Direct, Facebook, Instagram, Vk
- Technical specification for the creative designer
- Analysis and optimization of advertising campaigns
- Segmentation of the intended audience
- Creative new merchandising ideas
- Optimization of advertising campaigns

Experiența profesională

Digital Marketing Specialist · Private Specialist · Chișinău

Februarie 2020 - Prezent · 5 ani 8 luni

- Creating and running advertising campaigns on Facebook, Instagram, Google Ads.
- Generating new ideas and methods for promoting the services of the company.
- KPI execution at a cost per lead.
- Writing technical specifications for the designer
- Web analytics (Yandex.Metrica, Google Analytics, Google Tag

Manager, Google Data Studio)
- Record keeping.

Trafic manager · Energy Fitness (Fitnesscom SRL) · Chișinău

Iunie 2018 - Decembrie 2020 · 2 ani 6 luni

- Creating and running advertising campaigns on Facebook, Instagram, Google Ads.
- Generating new ideas and methods for promoting the services of the company.
- KPI execution at a cost per lead.
- Writing technical specifications for the designer
- Web analytics (Yandex.Metrica, Google Analytics, Google Tag Manager, Google Data Studio)
- Record keeping.

Contextual advertising specialist · Uniweb · Chișinău

Octombrie 2017 - Iunie 2018 · 9 luni

Creating advertising campaigns in Google AdWords.
Running advertising campaigns in Google AdWords.
Analyzing the effectiveness and optimization of advertising campaigns
Weekly/monthly reporting to the clients.
Web analytics (Yandex.Metrica and Google Analytics)

Специалист по контекстной рекламе · amily.agency · Chișinău

Februarie 2015 - Decembrie 2016 · 1 an 10 luni

Creating advertising campaigns in Yandex.Direct and Google AdWords.
Optimization of advertising campaigns.
Running advertising campaigns.
Preparing reports regarding the weekly/monthly performed work.
Processing the incoming requirements and calls.
Media Planning.

Domeniul dorit

- Marketing / Publicitate / PR

Studii: Superioare

Slavic University of Chisinau
Absolvit în: 2021

Facultatea: Faculty of Economics
Specialitatea: Business and Management