



👤 33 years

♀ Female

📍 Chişinău

in

TOP Skills

- **Team Leadership** · 6 years
- **Social Media Management**
Content Strategy
Copywriting Brand
Communication Community
Engagement Visual Content
Collaboration Digital
Campaign Planning
Attention to Detail
Creativity & Initiative Cross-functional Teamwork · 1 year
- **Personal Brand**
Development Multilingual
Content Coordination Social
Media Growth Strategy
Short-Form Video Scripting
Video Production Planning
Post-Production Supervision
Trend Research & Creative
Ideation Team Building &
Creative Leadership Platf · 6 months
- **B2B Client Relationship**
Management Travel & Event
Planning Organizational &
Time Management
Multitasking & Attention to
Detail Communication &
Negotiation Skills Problem
Solving Logistics
Coordination Customer-Centric Approach · 6 months

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

Marketing Team Lead

About me

Results-driven marketing and brand growth specialist with 8+ years of experience in digital marketing, social media strategy, event management, and personal branding. Skilled in leading creative teams and managing multi-platform content for corporate and personal brands across Instagram, TikTok, YouTube, Telegram, Threads, and multilingual channels. Strong track record in organizing impactful events, developing content strategies, and building brand narratives that drive engagement and growth.

Work experience

PERSONAL BRAND GROWTH MANAGER - TEAM LEAD · BRILIC MEDIA · Chişinău

March 2025 - Present · 7 months

- Personal Brand Management: Managed the online presence of the company's founder across Instagram, TikTok, YouTube, Telegram, and Threads, ensuring growth and brand consistency.
- International Content Leadership: Led a multilingual content project with social media channels targeting various markets and languages.
- Content Strategy & Planning: Developed and executed tailored content strategies and monthly plans for each platform based on objectives and audience behavior.
- Trend Monitoring & Scriptwriting: Identified trends, generated creative content ideas, and wrote engaging scripts for short-form and long-form video formats.
- Video Production Supervision: Assembled and coordinated production teams, planned shoots, ensured alignment with brand tone, and oversaw timely delivery.
- Post-Production Oversight: Provided editing briefs, reviewed video drafts, gave feedback, and approved final versions for publishing.
- Cross-Functional Collaboration: Worked closely with the SMM manager to align strategy, calendars, and execution across platforms.
- Team Leadership: Led an internal creative team, including videographers, video editors, SMM specialist, targeting specialist, graphic designer, and trend researcher.
- Execution & Growth Monitoring: Ensured timely execution of content and tracked growth metrics to evaluate success and adjust strategy accordingly.

Preferences

- Full-time
- Flexible
- In-house
- Hybrid
- Remote

Languages

- **Romanian** · Fluent
- **Russian** · Fluent
- **English** · Medium

Driving licence

Category: B

With personal auto

Skills: Personal Brand Development Multilingual Content Coordination Social Media Growth Strategy Short-Form Video Scripting Video Production Planning Post-Production Supervision Trend Research & Creative Ideation Team Building & Creative Leadership Platf

PROJECT MANAGER · ZIPHOUSE FASHION INNOVATION HUB · Chişinău

October 2023 - March 2025 · 1 year 5 months

- Event Management: Planned and executed key fashion industry events:
- Moldova In Fashion Conference 2024 – Full coordination: logistics, speaker management, stage flow for 30+ speakers
- Moldovan Brands Runway – Partner relations, sponsorship acquisition, event planning
- Fashion Hackathon 2024 – Concept development, logistics, promotion, follow-up
- Fashion Business Accelerator – Co-organization with Fashion Scout, designer coordination
- Showroom Promotion: Developed and implemented the social media strategy for the CAPSULA showroom.
- Educational Program Coordination: Managed 3 Summer School editions (ages 10–15): logistics, trainer selection, curriculum design.
- Training & Capacity Building: Organized thematic trainings with local and international mentors on branding, promotion, sales, and sustainability.
- Fundraising & Budgeting: Secured funding and managed budgets for events and educational initiatives.
- Communication & PR: Developed communication strategies to boost visibility and stakeholder engagement.
- Strategic Collaboration: Worked with designers, NGOs, educational institutions, and international partners.

MARKETING MANAGER · ASBC MOLDOVA · Chişinău

April 2023 - July 2023 · 3 months

- Marketing Strategy Development: Led product launches, brand positioning initiatives, and promotional campaigns aligned with business goals.
- Digital Marketing Management: Oversaw social media, email marketing, and website content; analyzed data and tracked performance metrics to optimize results.
- Campaign & Creative Coordination: Managed end-to-end marketing campaigns, including media planning, creative development, and copywriting.
- Influencer & Blogger Collaboration: Identified and partnered with relevant content creators, negotiated agreements, and monitored performance.
- Event & Activation Management: Organized store openings, trade shows, webinars, and product presentations to enhance brand visibility.
- Budget Management & Reporting: Planned marketing budgets,

optimized spending, and delivered regular performance reports.

- Cross-functional & External Collaboration: Worked closely with designers, media, agencies, and internal teams including sales and product development.
- Team Leadership & Mentoring: Supervised tasks, improved workflows, and facilitated knowledge sharing within the marketing team.
- Market Research & Consumer Insights: Conducted trend analysis and audience segmentation to inform strategy and campaign design.

EMPLOYER BRANDING SPECIALIST · STARNET · Chişinău

October 2022 - March 2023 · 5 months

- Employer Branding Strategy: Developed and implemented employer branding initiatives across online and offline platforms. Defined the company's positioning as an employer, promoted job opportunities via digital campaigns and career platforms, and managed updates to the company's career page.
- Internal Communication & Corporate Culture: Created and managed internal communication tools and strategies. Organized internal events from concept to execution, developed onboarding materials and training programs, and facilitated team meetings and alignment activities.
- Partnership Building & CSR: Established partnerships with educational institutions and NGOs. Represented the company at events focused on corporate culture and social responsibility, and promoted CSR values to external stakeholders.
- Process Improvement & Cross-Functional Coordination: Identified gaps in internal workflows and implemented improvements. Led cross-departmental projects to enhance operational efficiency, and managed internal data and reporting to support strategic decisions.
- Customer & Stakeholder Relations: Analyzed customer feedback to inform service improvements. Provided support in resolving client and internal issues to improve satisfaction and communication flow.
- Market Research & Reporting: Conducted benchmarking studies to update internal policies and procedures. Prepared presentations and analytical reports for senior management decision-making.

SOCIAL MEDIA MANAGER · ENTER · Chişinău

October 2021 - October 2022 · 1 year 1 month

- Social Media Strategy: Developed and implemented content calendars and planned promotional campaigns across Instagram, Facebook, and LinkedIn. Ensured alignment of social media activities with brand goals and overall marketing objectives.
- Content Creation & Brand Communication: Wrote copy for posts, ads, and campaigns. Created engaging visual content in collaboration with designers and maintained a consistent brand voice and identity across platforms.

- Community Management & Audience Engagement: Monitored and responded to messages and comments. Identified and engaged with the target audience, building and nurturing an active online community.
- Influencer & Media Collaboration: Coordinated partnerships with bloggers, influencers, and media outlets to support brand visibility through strategic collaborations.
- PR & External Communication: Managed external communication and brand messaging. Maintained the company's presence on social media and professional platforms.
- Campaign Performance & Reporting: Analyzed campaign results and audience insights. Prepared monthly and quarterly reports to evaluate performance and inform future strategies.
- Event Planning & Coordination: Developed concepts and organized creative brand events. Managed the operational, visual, and communication aspects, collaborating with partners and vendors to ensure event success.

ADMINISTRATIVE ASSISTANT · AVON · Chişinău

August 2020 - September 2021 · 1 year 2 months

- Social Media Strategy: Developed and implemented content calendars and promotional campaigns across Instagram, Facebook, and LinkedIn, ensuring alignment with brand goals and marketing objectives.
- Content Creation & Brand Communication: Wrote copy for posts, ads, and campaigns; collaborated with designers to create engaging visuals; maintained consistent brand tone and identity online.
- Community Management: Monitored and responded to audience interactions, fostered engagement, and built an active online community.
- Influencer & Media Collaboration: Coordinated partnerships with bloggers, influencers, and media outlets to increase brand visibility through strategic collaborations.
- PR & Communication: Managed external communication and online brand presence across social and professional platforms.
- Campaign Analytics & Reporting: Monitored campaign performance, analyzed audience insights, and prepared regular performance reports.
- Event Management: Created event concepts and managed the organization of creative brand events, handling visual, operational, and communication aspects in collaboration with partners and vendors.

Skills: Social Media Management Content Strategy Copywriting Brand Communication Community Engagement Visual Content Collaboration Digital Campaign Planning Attention to Detail Creativity & Initiative Cross-functional Teamwork

CORPORATE TRAVEL MANAGER · HAPPY TOUR · Chişinău

November 2019 - April 2020 · 6 months

- Corporate Client Management: Identified and consulted

potential corporate clients, maintained long-term partnerships, and adapted services to meet specific business needs.

- Travel Package Development & Booking: Created tailored travel packages for corporate teams and handled flight ticket reservations, including complex international itineraries.

- Business Event Coordination: Planned and coordinated business trips, meetings, and events, ensuring smooth execution and client satisfaction.

- Travel Documentation & Logistics: Managed insurance policies, visa applications, and passport formalities, ensuring timely and accurate processing of all required documents.

Skills: B2B Client Relationship Management Travel & Event Planning Organizational & Time Management Multitasking & Attention to Detail Communication & Negotiation Skills Problem Solving Logistics Coordination Customer-Centric Approach

SPA AND WELLNESS MANAGER · ZOLOTOT LOTOS

· Moscow

March 2011 - June 2017 · 6 years 4 months

- Customer Service & Client Relations: Managed day-to-day customer service operations, provided remote consultations, and offered personalized support to clients, ensuring high customer satisfaction.

- Administrative & Financial Operations: Handled transactions, operated terminal and cash register, processed service payments, and maintained accurate daily/monthly activity and financial reports.

- Asset & Facility Management: Oversaw inventory and material resources of the center, monitored operational expenses, and contributed to effective budget control.

- Performance Reporting: Prepared regular reports on key activity metrics and performance indicators for internal analysis and management review.

Skills: Team Leadership

Desired industry

- Marketing / Advertising / PR

Education: Higher

University of European Studies

Graduated in: 2019

Faculty: BUSINESS ADMINISTRATION AND MANAGEMENT

Speciality: Management and Business Administration

College of Management, Economics And Law

Graduated in: 2014

Faculty: PSYCHOLOGY OF PRESCHOOL CHILDREN AND CHILDREN WITH DISABILITIES

Speciality: PSYCHOLOGIST

Courses, trainings

ENGLISH LANGUAGE TRAINING - B2 LEVEL

Graduated in 2023

Organizer: ILTC (International Language Training Center)

DIGITAL MARKETING

Graduated in 2023

Organizer: Tekwill Academy