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# PR Manager, Marketing

## About me

Marketing and project management specialist with experience in digital campaigns, content creation, event coordination, and project management. I started my career with SMM and content projects for diverse brands, including educational centers, restaurants, and clinics, and gained further experience through marketing internships at Metropolis City, Kirsan SRL, and an exchange program with Higya in Cluj. I have organized events, exhibitions, and sponsor outreach, coordinating projects with diverse and international teams.

Hobbies include organizing trips (planning tickets, accommodation, and itineraries), attending symposiums and events, and creating social media and UGC content. Creative, dynamic, and result-oriented, I thrive in innovative environments and am passionate about building and developing new brands globally.

## Work experience

**Social Media Manager (SMM)** · Arcalis · Braşov  
*March 2024 - August 2025 · 1 year 6 months*

Skills: Team Working, Video Editing, Content Strategy, Content Creation, Sales Promotion, Creativity, Creativitate, Editare Video

**Social Media Manager (SMM), Marketer** · Genius Academy · Chişinău  
*October 2023 - August 2025 · 1 year 11 months*

My role at Genius Academy was diverse, involving active participation in marketing campaigns, events, and operational activities:

- Contributed to promotional campaigns for educational courses.
- Managed Facebook, Instagram, and TikTok pages: creating visual and written content, planning, and monitoring.
- Collaborated with the sales team and targetologists for integrated campaigns.
- Assisted in organizing video shoots and worked with bloggers for promotional campaigns.
- Participated in the organization and execution of exhibitions and fairs (Modexpo, Unikids, Hodina, Bostaniada).
- Attended business and networking events (Brilliance Review,

👤 22 years

♀ Female

📍 Chişinău

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## TOP Skills

- **Video Editing** · 2 years
- **Content Creation** · 1 year
- **Marketing Planning** · 1 year
- **Strategic thinking** · 1 year
- **Teamwork and communication** · 1 year
- **Vendor and supplier management** · 1 year

## Preferences

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

## Languages

- **Romanian** · Fluent
- **Russian** · Native
- **English** · Communication
- **Bulgarian** · Communication
- **Ukrainian** · Elementary

## Skills

- Basic Photoshop and Figma

- Excel
- CapCut
- Canva
- Research and market analysis
- Ability to adapt quickly and solve problems independently
- Event and exhibition organization
- Brand strategy development
- Collaboration with influencers
- Content creation
- Social media management
- Marketing Digital
- Copywriting
- Editare Video
- Design Grafic
- Travel Planning
- UGS content
- PR online

## Driving licence

Category: B

Gala Business Moldovenesc).

-Assisted in preparing marketing/branding competition files and applications for projects supported by the Camera de Comerț.

-Managed relationships with printing companies and promotional materials.

-Supported office supply management and delivery coordination.

-Assisted with logistics for events.

-Contributed to market research activities.

**Skills:** Marketing Planning, Strategic thinking, Teamwork and communication, Vendor and supplier management, Market research, Exhibitions, Event planning and coordination, Influencers, Targetologists, Collaboration with sales teams, Digital marketing, B2b, Content Creation, Video Editing, Design Grafic, Smm, B2C

### **Manager de proiect** · Oxford Prim · Chișinău

*August 2023 - December 2023 · 4 months*

As part of the project, I had the opportunity to support refugee participants in accessing EU-funded accounting courses and to provide them with a smooth and well-organized experience.

Direct communication with participants, providing support and answering questions related to courses and procedures.

Managing the process of sending educational materials, diplomas, and certificates to participants.

Creating and administering online tests, Google forms, and course announcements.

Providing technical support to trainers.

Collaborating with the team to adapt activities and materials to the specific needs of participants.

**Skills:** Video Editing, Photography Skills, Organization and attention to detail, Cross-cultural communication and empathy, Team collaboration, Google Tools, Microsoft Excel, Google Drive, Copywriting

### **Desired industry**

- Marketing / Advertising / PR

### **Education: Higher**

#### **ASEM**

*Graduated in: 2025*

Faculty: BAA

Speciality: Marketing și Logistica

#### **ASEM**

*Currently studying*

Faculty: MRI

Speciality: Tranzacții internaționale și Diplomație economică

## **Courses, trainings**

### **Start în business**

*Graduated in 2025*

Organizer: ODA

### **AI**

*Currently studying*

Organizer: Corina Grosu

### **Minte în Marketing**

*Graduated in 2023*

Organizer: Academie Vie (Vadim Cuşnir)