



👤 37 years

♀ Female

📍 Chişinău



## TOP Skills

- **Adobe Photoshop** · 7 years
- **SMM** · 7 years
- **SEO** · 7 years
- **Google Ads** · 7 years
- **WordPress** · 4 years
- **Adobe InDesign** · 2 years

## Preferences

- Part-time
- No schedule
- Flexible
- Hybrid
- Remote

## Languages

- **Romanian** · Elementary
- **Russian** · Native
- **Ukrainian** · Native
- **English** · Communication
- **Italian** · Elementary

## Driving licence

Category: A, B

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

# Internet Marketer, PPC Specialist, SEO Specialist

## About me

I am a skilled marketing professional with 9 years of experience in both online and offline promotion. My expert includes digital advertising, SEO, website management, and content creation, as well as strategic planning and execution of advertising campaigns. I have extensive experience working with various contractors, from creative production to media buying.

## Work experience

**Targeting Specialist, SEO Specialist** · Media Show Grup - mediashowgrup.com · Chişinău

May 2024 - Present · 1 year 2 months

- Setting up, launching, and managing targeted advertising campaigns on social media platforms (Facebook, Instagram, TikTok) and Google Ads.
- Continuous monitoring of campaign metrics and adjustments to achieve maximum efficiency
- Optimizing website content and structure to improve visibility in search engines.
- Creating and optimizing texts, meta tags, images, and other elements to enhance indexing.
- Planning and executing comprehensive online campaigns to increase brand awareness and boost sales.
- Conducting analytics and preparing reports on campaign performance.

Skills: Google Analytics, Google Ads, Google Tag Manager, Meta Ads, TikTok Ads, Яндекс Метрика, Ahrefs, Screaming Frog SEO Spider, Google Search Console, SEO

**Marketing Specialist** · Carlean - carlean.md · Chişinău

February 2024 - Present · 1 year 5 months

- Website development and administration, SEO optimization, content management, and analytics integration.
- Promotion through social media, targeted advertising, and

email marketing campaigns.

- Offline advertising, promotions, and PR even
- Evaluation and adjustment of marketing strategies.

Skills: WordPress, Screaming Frog SEO Spider, Adobe Photoshop, SMM, Google Ads, Meta Ads, SEO

**Marketing Specialist** · SIC «Agro-Simo-Mashbud» - simo.com.ua · Odessa

*February 2016 - November 2019 · 3 years 10 months*

- Setting up and managing contextual advertising on Google and social media.
- Creating and managing email campaigns, including copywriting, design, layout, and distribution.
- Overseeing the development and production of all promotional materials.
- Writing promotional articles about the company and its equipment.
- Organizing the company's participation in specialized exhibitions.
- Administering the company's website.

Skills: Google Ads, Adobe Photoshop, WordPress, SMM, SEO

**Marketing Specialist** · Odessa International Bus Station - odessabus.com · Odessa

*December 2017 - March 2019 · 1 year 3 months*

- Supervising the development and production of all promotional materials.
- Writing promotional articles about the company and its new services.
- Managing social media groups (Instagram, Facebook, VKontakte, Odnoklassniki), Viber, SMS, and email campaigns (copywriting, design, layout, and distribution).

Skills: Google Tag Manager, Google Analytics, SMM, Google ads, SEO

**Marketing Specialist** · Natali Bolgar - natalibolgar.com · Odessa

*March 2013 - February 2016 · 3 years*

- Development of advertising materials (web design, graphic design).
- Website administration and management of social media pages.
- Organizing SMS, Viber, and email campaigns.
- Writing promotional articles about the brand for the website, media, and social networks.
- Developing a marketing strategy, evaluating effectiveness, and making adjustments.
- Creating technical specifications for new clothing collections

based on sales analysis.

Skills: SMM, Adobe Photoshop, Adobe InDesign, Trello, SEO, Google Ads

## **Desired industries**

- Marketing / Advertising / PR
- IT, Tech

## **Education: Higher**

### **Google Skillshop**

*Graduated in: 2023*

Faculty: Marketing

Speciality: Fundamentals of digital marketing

### **Odessa National Academy of Food Technologies (ONAFT)**

*Graduated in: 2009*

Faculty: Innovative Food Technologies and Restaurant-Hospitality Business

Speciality: Fermentation Production and Winemaking Technology

## **Courses, trainings**

### **Fundamentals of digital marketing**

*Graduated in 2023*

Organizer: Google Skillshop

### **Certification in "Effective Advertising with Artificial Intelligence"**

*Graduated in 2025*

Organizer: Google Skillshop

### **Google Ads Certification in Display Network**

*Graduated in 2025*

Organizer: Google Skillshop

### **Google Ads Certification in Search Advertising**

*Graduated in 2025*

Organizer: Google Skillshop

### **Google Ads Certification in Ad Performance Evaluation**

*Graduated in 2024*

Organizer: Google Skillshop

### **Google Ads Certification in App Campaign Management**

*Graduated in 2024*

Organizer: Google Skillshop

**Google Ads Certification for AI-based Product Advertising**

*Graduated in 2024*

Organizer: Google Skillshop

**Google Ads Certification for Grow Offline Sales**

*Graduated in 2025*

Organizer: Google Skillshop