



👤 37 years

♂ Male

📍 Chișinău

in

## TOP Skills

- **Marketing Digital** · 9 years
- **Strategii de Marketing** · 6 years
- **Management de Proiect** · 4 years
- **Marketing Social** · 2 years
- **Studii de Piață** · 1 year
- **Educarea Pacientului** · 8 months

## Preferences

- Full-time
- Part-time
- No schedule
- Flexible
- In shifts
- In-house
- Hybrid
- Remote
- Mobile work

## Languages

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

## Driving licence

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

# Head of Marketing Department, Head of Sales Department, Marketing Specialist

## About me

I think strategically and act systematically. I am able to quickly get into processes, find bottlenecks and build logical, working solutions.

Experience in managing marketing, sales and CRM processes - both within teams and on the customer side.

I prefer to work with specific goals, measurable results and clear motivation. I am convinced that efficiency is more important than the "9 to 18" format.

I can calmly maintain focus even in conditions of overload and uncertainty. I know how to lead a team.

Married, two children. Outside of work, I love speed, traveling and smart systems - both in life and in business.

## Work experience

**Sales Director (project role)** · Duomo · Chișinău  
June 2025 - July 2025 · 1 month

Project Mission:

Setting up the sales department of DUOMO residential complex, as well as building effective communication between sales and marketing departments.

Key achievements:

Formed the structure of the sales department: defined roles, areas of responsibility and work standards, modified the necessary reporting.

Reorganized CRM: implemented lead forms, automatic distribution of requests, task logistics, funnel and efficiency analytics.

Developed dashboards to monitor managers' KPIs, sources of requests and sales funnel (Google Sheets + CRM).

Built an effective link between marketing and sales: implemented a two-way feedback system, coordinated logic for lead processing, audience segmentation and analytics on advertising channels from advertising campaign to client closing.

Improved the quality of incoming traffic: initiated the relaunch of

Category: B  
With personal auto

targeted advertising with a focus on lead forms, audience segmentation and product PPC, which led to a significant reduction in the cost per lead, and improved the quality of applications to the sales department.

Participation format:

Project management at the start-up stage: diagnostics, customization, transfer to operational management.

Skills: Strategie de Vânzări

## **Head of Marketing** · Realist Estate Agency · Chişinău

*April 2025 - July 2025 · 3 months*

Conducted an audit of marketing processes and team, created new staffing levels based on business goals.

Developed a comprehensive marketing strategy for the agency for the year ahead, covering digital promotion, HR marketing, branding and funnel automation.

Completely rebuilt advertising campaigns: updated goals, creatives, funnel logic and interaction with call center and sales department.

Reduced cost per lead by 50% by revising channels, creatives and analytics.

Set up an individual approach to each realtor and property: implemented tools for personalized pitching and feedback.

Implemented an effective link between marketing, call center and realtors: automated collection of objects, built regular feedback on the quality of leads.

Renewed the team: rotated, adapted and trained employees for the new strategy.

Developed the concept of the project "Realtors Academy" - as a platform for training, adaptation and growth of agents within the company.

Built a closed, self-regulating system for attracting and processing clients - from application to transaction, with manageable growth points and analytics.

Skills: Managementul Stresului, Gândirea Sistemelor, Strategii de Marketing, Managementul Strategic

## **Project Manager** · Realist Estate Agency · Chişinău

*September 2024 - April 2025 · 8 months*

Processes and automation:

Optimized the work of the teams working with residential complexes in Moldova and Romania.

Customized the sales funnel in CRM REBS, which improved control, accelerated the deal cycle and increased transparency of analytics.

Developed scripts, regulations and instructions for teams in two countries - improved sales standards and shortened the adaptation period for new employees.

Marketing and lead generation:

Launched general advertising campaigns for development

projects - focus on generating quality leads.

Increased marketing ROI through accurate analytics and identifying weaknesses in the funnel.

Created and managed a lead pre-processing department - increased conversion to deals and reduced the load on the main sales department.

Investment projects:

Developed and implemented the project "Investors Club" - a system for attracting and retaining large/medium investors as an alternative to dependence on realtors.

Researched investment attractiveness of land plots, calculated profitability, prepared investment reports for foreign partners.

Developed investment and financial products to raise capital for development and related projects.

Partnerships and training:

Established work with partners from related industries: architects, builders, banks, appraisers.

Conducted individual training for realtors: joint calls, call screening, and technique practice to improve the level of the team.

**Skills:** Educarea Pacientului, Analiza Datelor, Strategii de Marketing, Management de Proiect

## **Head of Marketing and Sales Department · Element Stil · Chişinău**

*August 2022 - August 2024 · 2 years 1 month*

Strategy and launch of facilities:

Conducted market analysis, formed the key UTP and commercial positioning of a new residential project.

Together with the architects and contractors, developed the design specification, taking into account market demands and location specifics.

Developed a promotion and sales strategy for the entire life cycle of the project - from start to completion.

Marketing and promotion:

Realized the marketing strategy: setting the terms of reference, coordination of contractors, control of advertising campaigns.

Personally launched digital advertising, shot and edited video content (including drone video), created promotional materials and presentations.

Managed social media (SMM), interacted with partners.

Sales and CRM:

Organized the sales department from scratch: training, regulations, CRM (implementation and setup).

Set up end-to-end analytics and a system for adjusting advertising campaigns based on sales department data.

Implemented a transaction accounting system and basic economic model for revenue planning and control.

Full cycle of launching objects:

Product concept, layouts, sales strategy, marketing, CRM, launch and control of the first stages of realization - the whole chain from idea to market entry under my management.

Performed quality sales of residential complex objects, including client management at all stages of the transaction: from the first contact to signing and post-contract support, including document management and communication with the construction department.

Skills: Marketing Social, Strategii de Marketing, Marketing Digital

## **Strategic Marketing and Development Manager**

· Grando trade · Tiraspol

*April 2022 - May 2023 · 1 year 1 month*

Key Achievements:

Marketing Strategy and Communications:

Developed and implemented the company's marketing strategy, conducted goal decomposition and execution monitoring.

Optimized advertising budgets based on regular analysis of communication effectiveness.

Organized advertising integrations with major players in related industries (logistics, technology, finance) - increased brand reach and awareness in the target B2B segment.

Sales and CRM:

Organized and managed the sales department of crop protection products and fertilizers (B2B), set up processes and motivation.

Implemented CRM system to automate work and increase transparency of customer analytics.

Developed and implemented the Sales Book - standards of interaction with clients and regulations for managers.

New product development:

Developed a subscription-based product model for farmers: tariffs, marketing strategy, implementation processes.

Ensured the launch, promotion and monitoring of metrics of the new business.

Systematized advertising and sales processes - improved coherence between departments and increased overall efficiency.

Skills: Studii de Piață, Management de Proiect, Strategii de Marketing

## **Head of Marketing and Sales · Строительный альянс KONA, Одесса (Строительство, девелопмент, продажа квартир) · Одесса**

*September 2021 - March 2022 · 6 months*

- Created the company's marketing and sales department from scratch.

- Identified growth points and increased the company's sales 4-5 times in the first three months of operation

- Ensured that sales plans were met in the face of the real estate market crisis and aggressive competition.

- Analyzing the market and competitive environment to develop effective promotion and sales strategies in a "buyer's market" environment.

- Setting technical assignments for design and active participation in creating concepts for future residential complexes, preparing complexes for sales launch.
- Organization of sales launch for new residential complexes and construction phases, including full preparation and launch of advertising campaigns, creation of regulations and instructions for the sales department, training of the sales department.
- Development and implementation of the company's marketing strategy aimed at increasing brand awareness, extinguishing negativity in the media and creating a favorable image of the company.
- Management of the marketing department (3 people + contractors), ensuring effective work and coordination of all marketing activities, development of a motivation system, which proved to be excellent.
- Managing the sales department (up to 9 people), motivating and managing the team to achieve good results in a competitive market.

**Skills: Strategii de Marketing, Management de Proiect, Managementul Echipei**

### **Head of Sales and Marketing · Ст Кэпитал, (Ск "Исток"), Одесса (Девелопмент) · Одесса**

*May 2019 - September 2021 · 2 years 5 months*

At the time I joined the company, there was an under-construction project (excavation stage) in the portfolio, which was stuck in sales and had not had a single commercial transaction for a year. We managed to develop the marketing component from scratch, restart marketing and sales department, and as a result we got the required results - the complex was self-sufficient and profitable. At the moment the residential complex is ready and inhabited.

- Conducting in-depth market research to identify key trends and UTP for the current facility
- Development of marketing plans, including assessment of image risks and creation of strategies to minimize them.
- Developing and implementing a marketing strategy to bring the property to market, with a focus on sales.
- Conceptualizing and launching outdoor advertising to increase facility visibility and attract the attention of target audiences. (Won battles in outdoor advertising with competitors)))
- Website development and promotion, video content creation and social media management.
- Creation and management of the sales department.
- Providing the sales department with a quality flow of leads and calls, tracking the quality of processing.
- Evaluating the effectiveness of advertising campaigns with strategy adjustments to improve their performance.
- Conducting direct sales, as well as organizing sales through partners (real estate agencies), which protected the company, and accordingly the construction process from market fluctuations.
- Fulfillment and overfulfillment of sales plans.

**Руководитель отдела маркетинга, маркетолог**  
· "Пространство" , Одесса (Строительство,  
девелопмент) · Одесса

*May 2019 - January 2020 · 9 months*

- Исследование рынка недвижимости Одессы: анализ спроса, конкурентной среды и динамики цен.
- Мониторинг ценовых трендов и определение факторов, влияющих на стоимость квартир.
- Оценка влияния характеристик ЖК на ценообразование для разных групп потребителей.
- Определение стартовой цены продаж для новых объектов на основе детального анализа рынка.
- Создание маркетинговой стратегии для старта продаж новых объектов
- Планирование, создание и ведение рекламных кампаний для отделов продаж, обеспечение трафика и лидов.
- Создание продающего контента и лендингов, направленных на конверсию.
- Анализ эффективности рекламных кампаний, внесение корректировок для повышения ROI.

Skills: Strategii de Marketing, Studii de Piață

**Маркетолог** · КП Будова, Одесса (Строительство)  
· Одесса

*June 2011 - May 2019 · 7 years 11 months*

По сути занимался всем что связано с digital маркетингом с первого дня существования отдела маркетинга в крупнейшем застройщике Одессы.

- Участие в создании и запуске сайта, разработка структуры и контента для максимальной конверсии.
- Обеспечение качественного трафика на сайт с использованием цифрового маркетинга и аналитики.
- Установка проекторов наружного типа для трансляции рекламы на фасадах домов.
- Организация установки LED экранов на строительных площадках и их настройка до того как это стало мейнстримом)
- Взаимодействие с партнерами, подрядчиками итд.
- Настройка телефонии и организация аналитики рекламной коммуникации.
- Участие в организации мероприятий городского масштаба.
- Взаимодействие со СМИ, формирование позитивного имиджа компании.
- Продюсирование видеоконтента
- Ведение профилей компании на YT, Instagram, facebook.

Skills: Marketing Digital

**Консультант** · WALL STREET ENGLISH, Москва  
(Образовательная компания премиум класса) ·  
Москва

*August 2010 - August 2011 · 1 year 1 month*

Консультации, продажа образовательных программ премиум сегмента, работа с crm. Выполнение объема продаж ок 1 млн. руб. в месяц.

**Senior salesman** · YOTA, Moscow (Device sales and development of YOTA's first 4G network) · Moscow

*August 2009 - August 2010 · 1 year 1 month*

Execution of sales volume of mobile devices with 4G network support. Active work with the marketing department. Work in 1c.

**Loan and deposit specialist of the bank's VIP branch** · Home Credit Bank, Moscow (Loans and deposits) · Moscow

*April 2007 - May 2008 · 1 year 1 month*

Selling banking products. Fulfillment of the sales plan. - Selling financial products prioritized for the bank. - Fulfillment of the insurance plan.

## **Desired industry**

- Real Estate

## **Education: Higher**

**Lomonosov Moscow State Technical University, Moscow**

*Graduated in: 2011*

Faculty: Economics and management

Speciality: Economics and management at enterprises of chemical industry and oil refining industry, Moscow