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Marketing Manager

Work experience

Head of marketing · DWB AGENCY · Chişinău
November 2022 - August 2025 · 2 years 10 months

I led a marketing department from the ground up, handling everything from team building and process establishment to developing the overall strategy.

Promoting franchises is my core experience. I developed and launched effective ad campaigns that led to significant growth. As a result, the number of leads increased by 2.5 times, and sales also grew substantially.

I've worked with a wide range of business sectors, from luxury restaurants and airlines to real estate and car dealerships. This experience has allowed me to quickly adapt to any vertical and find effective solutions.

I managed large budgets, from €5,000 to €150,000 per project per month. I oversaw promotion across various channels, including Yandex.Direct, Google Ads, VK Ads, Telegram Ads, TikTok Ads, Avito, and others.

I created content and worked with production teams. I developed strategies for YouTube promotion and supervised film crews and designers.

I collaborated with the sales department to ensure we worked as one team. This helped us not only get more leads but also successfully close deals.

Skills: Instagram Marketing, Digital marketing, Marketing Social, Smm, Meta, Google AdWords, Google Analytics, Facebook Ads Api

Marketing Manager · Wgg · Moscova
October 2017 - June 2022 · 4 years 9 months

Advertising Campaigns: Created and optimized campaigns on Google Ads, Yandex Direct, and social media platforms (Facebook/Meta Ads, VKontakte).

Web Analytics: Used Google Analytics and Yandex.Metrica to analyze data and improve ROI and conversion rates.

Content Creation & A/B Testing: Developed creatives and conducted tests to find the most effective formats.

Skills: Meta, Instagram Marketing, Google Analytics, Marketing Digital

👤 28 years

♂ Male

📍 Chişinău

TOP Skills

- **Google Analytics** · 9 years
- **Instagram Marketing** · 7 years
- **Meta** · 7 years
- **Marketing Digital** · 6 years
- **Smm** · 4 years
- **Digital marketing** · 2 years

Languages

- **Romanian** · Native
- **Russian** · Native
- **English** · Communication

Skills

- Marketing Digital
- Google Adwords
- Smm

Marketing Manager · Dotkom · Moscova

September 2015 - July 2017 · 1 year 10 months

Experience with Teaser Networks and Creatives

Worked with teaser networks such as DirectAdvert and MarketGod ClickCloud.

Developed visual and text creatives for advertising campaigns.

Tracked campaign effectiveness using key metrics: number of leads and sales volume.

Optimized campaigns to increase conversion and ROI.

Conducted A/B testing on various creatives and headlines to determine the most effective options.

Skills: Google Analytics, Smm, Marketing Digital

Desired industry

- Marketing / Advertising / PR

Education: Higher

Courses, trainings

Google Adwords

Graduated in 2024

Organizer: Google