



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

(CMO) Chief Marketing Officer

Despre mine

Люблю путешествовать на личном авто. Увлекаюсь приготовлением мяса, игрой на гитаре и спортом. Фанат настольных игр.

Связаться можно через email указанный в резюме.

Написание четких ТЗ

Планирование и менеджмент

Распределение обязанностей согласно должностным инструкциям

Увлеченность

Профессионализм и постоянное повышение квалификации

Experiența profesională

Специалист по маркетингу · AlsoDev SRL

Octombrie 2023 - Prezent · 1 an 4 luni

Web Analytics

- Create TT for web developers

- Make business analysis

- Give feedback for marketing activities and create analytics solutions

-Google Ads-

- Keyword research with the Keyword Planner

- Selection of negative keywords

- Writing search ads

- Setting up advertising campaigns in the Display Network and Performance Max

- Analysis of search queries and creation of ads for new keywords

- Creating audiences

- Linking with gtm, analytics, youtube accounts

- Tracking conversions through GA4

Google Ads Editor

- Downloading search advertising campaigns and their mass one-time publication

Google Tag Manager

- Installation and configuration of tags, triggers, variables

- Writing custom JavaScript, HTML tags

👤 30 ani

♂ Masculin

📍 Chișinău

💰 60 000 MDL



Preferințe

- Flexibil

Limbi

- **Română** · Elementar
- **Rusă** · Fluent
- **Engleză** · Elementar

Permis de conducere

Categoria: B

Cu automobil personal

Google Analytics

- Tracking traffic, goals on the site
- Setting events in GA
- Building custom reports

Looker Studio

- Create custom reports

Специалист по маркетингу · D42

Februarie 2022 - Prezent · 3 ani

Facebook Ads

- Working with Audience Insights
- Set pixel and events
- Setting up custom conversions
- Working with audiences, including LAL and remarketing
- Setting up advertising campaigns, including targeting and writing advertising text
- Campaign split tests
- Process automation

Google Ads

- Keyword research with the Keyword Planner
- Selection of negative keywords
- Writing search ads
- Setting up advertising campaigns in the Display Network
- Analysis of search queries and creation of ads for new keywords
- Creating audiences
- Linking with gtm, analytics, youtube accounts
- Tracking conversions through GA4

Google Ads Editor

- Downloading search advertising campaigns and their mass one-time publication

Google Tag Manager

- Installation and configuration of tags, triggers, variables
- Writing custom JavaScript, HTML tags

Google Analytics

- Tracking traffic, goals on the site
- Setting events in GA
- Building custom reports
- Connecting BigQuery

Yandex.Direct

- Selection of keywords using Wordstat
- Selection of negative keywords
- Writing search ads
- Setting up search advertising campaigns

Yandex.Metrica

- Tracking website traffic and usability with webvisor and heatmap

JivoChat

Creating a simple chat bot for a website

Content

- Filling content pages in Fb, Vk, Instagram
- Copywriting / rewriting of articles for the site

AmoCrm

- Experience with deals, e-mail templates
- Installation of integrations with Facebook, Viber, Telegram, Instagram
- Setting up funnels for each stage and responsible
- Development of a new conversion path for new contacts together with a group of managers

VK Target

- Pixel setting
- Setting up conversions
- Working with audiences
- Setting up advertising campaigns, including targeting

Design

- Development of a simple design in Figma

Tilda

- Development of Landing Pages
- Integration of payment systems
- CRM integration
- Zero-block design

Специалист по маркетингу · MediaShowGrup

Iulie 2021 - Februarie 2022 · 8 luni

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- Creating audiences
- Linking with gtm, analytics, youtube accounts
- Tracking conversions through GA4

MailChimp

- Layout of email newsletters
- Working with databases

- Setting up sales funnels and automations
- SMD

Директор · Niko D.S. Manufacture

Octombrie 2018 - August 2021 · 2 ani 11 luni

Online store of personalized printing and souvenirs

Менеджер · AgroAlimGrup SRL

August 2017 - Iunie 2021 · 3 ani 11 luni

Facebook Ads

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- Layout of email newsletters
- Working with databases
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Management

- Search for clients
- Supplier search
- Conclusion of contracts
- Customs clearance of export services

Специалист по маркетингу · Webmaster Studio

Ianuarie 2017 - Iulie 2017 · 6 luni

-Content-

- Filling content pages in Fb, Vk, Instagram
 - Copywriting / rewriting of articles for the site
- Facebook ADS
- Setting up advertising campaigns, including targeting

- Pixel and audience setup, LaL and remarketing

Организатор бизнес мероприятий · KMB

Iulie 2016 - Ianuarie 2017 · 7 luni

Content

- Filling content pages in Fb, Vk, Instagram
- Copywriting / rewriting of articles for the site

Facebook ADS

- Setting up advertising campaigns, including targeting
- Pixel and audience setup, LaL and remarketing

Google ADS

- Setting up search advertising campaigns, display networks and Youtube advertising
- Setting up remarketing

Специалист по маркетингу · SBC

Decembrie 2015 - Iunie 2016 · 7 luni

Content

- Filling content pages in Fb, Vk, Instagram
- Copywriting / rewriting of articles for the site

-Facebook ADS

- Setting up advertising campaigns, including targeting
- Pixel and audience setup, LaL and remarketing

Контент менеджер · Construct.md

August 2015 - Octombrie 2015 · 2 luni

Content

- Filling content pages in Fb, Vk, Instagram
- Copywriting / rewriting of articles for the site

Менеджер · AgroAlimGrup SRL

Septembrie 2012 - Mai 2015 · 2 ani 8 luni

Documentation

Primary accounting

Finding Clients

Studii: Superioare incomplete

USM

Absolvit în: 2013

Facultatea: Management și Antreprenoriat

Specialitatea: Business și Administrarea Afacerilor