



- 👤 35 ani
- ♀ Feminin
- 📍 Chișinău

## Preferințe

- Flexibil

## Limbi

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

## Permis de conducere

Categoria: B

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

# Digital Marketing | Growth Marketing | Account Management | User Acquisition | B2B B2C

## Despre mine

Digital marketing professional with solid experience in performance growth, account management, user acquisition, lead generation, and sales, with the ability to analyze, control, and coordinate multiple projects in a fast-paced environment. My sharp analytical and technical skills and a deep understanding of the marketing space empower me to focus on goals and strive for optimal outcomes. Infused with creativity, excellent time management, and interpersonal communications skills, I know how to drive results and grow B2B & B2C business relations effectively.

- Partnerships Growth
- User Acquisition
- PPC Campaign Management • Performance Growth
- Media Buying
- Affiliate Account Management • ROI & LTV Growth
- Business Development
- A/B Testing
- Email Marketing
- Microsoft Excel (Pivot, Vlookup, Advanced Formulas)
- Google Ads Manager (AdWords) • Google Analytics
- Facebook Business Manager
- LinkedIn Campaign Manager
- MS Word / PowerPoint
- WordPress
- Social Pilot
- Canva

## Experiența profesională

**DIGITAL MARKETING & PPC MANAGER** · Cobwebs Technologies · Тель Авив

*Ianuarie 2022 - Prezent · 3 ani 1 lună*

- Creating, setting up, maintaining, and optimizing Google Ads, email marketing, and lead generation campaigns across multiple marketing channels for adding highly qualified B2B and B2G leads into the pipeline.
- Managing and maintaining the company's website via WordPress.
- Expanding the company's brand presence by managing the social media channels.

**MARKETING COMMUNICATIONS LEAD** · SSY · Tel Aviv

*Martie 2019 - Prezent · 5 ani 11 luni*

- Growing long-term relations with international donors and sponsors.
- Developing, executing, design marketing and communication programs.
- Managing campaigns and community social media (Facebook, Instagram, Telegram), executing email marketing and survey channels.

**GROWTH PERFORMANCE MANAGER** · Finance Magnates · Tel Aviv

*Iulie 2020 - Decembrie 2021 · 1 an 6 luni*

- Collaborating and advocating for B2B clients to execute the successful post-sale process, cross-selling & upselling opportunities.
- Building and executing the marketing pipeline, including long-term & short-term strategy. □ Planning and implementing the client's campaign delivery.
- Overseeing account operations and identifying growing opportunities
- Creating, managing, maintaining, and optimizing campaign delivery, push notifications, lead generation, email marketing, A/B testing, and webinars via Zoom and GoToWebinar
- Analyzing performance via Google Analytics and other reports for optimization and scaling existing campaigns.
- Providing ongoing reports and insights to the management and sales team based on ROAS and KPIs'.

**STRATEGIC AFFILIATE ACCOUNT MANAGER** · 888 Holdings · Tel Aviv

*Februarie 2018 - Aprilie 2019 · 1 an 3 luni*

- Successfully established long-term partnerships with clients,

connecting with key business executives.

- Managed A-Z business development: prospecting, approaching, negotiating, contracting, campaign building, pixel setup, optimization, and fraud analysis.

- Optimized and monitored large-scale campaigns (over \$500k per month) and objectives according to the required budgets via Tableau, Salesforce, BI, etc., and internal tools.

## **SR. AFFILIATE / INFLUENCER ACCOUNT MANAGER** · Prime Gaming · Tel Aviv

*Iunie 2014 - Ianuarie 2018 · 3 ani 8 luni*

- Strategically managed global publishers' growth through ongoing campaign development, traffic optimization, and marketing material creation.

- Executed, analyzed, and maximized campaigns for revenue maximizing.

- Proactively prospected leads on industry forums and conferences identified contacts for up/cross-selling opportunities.

- Worked closely with the Product, R&D, and Design UX departments.

## **Studii: Superioare**

### **Ariel University, Israel**

*Absolvit în: 2010*

Facultatea: Economics & International Marketing

Specialitatea: BA & INTERNATIONAL MARKETING

### **State University, Moldova**

*Absolvit în: 2008*

Facultatea: Economics

Specialitatea: BA, ECONOMICS