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# Brand Manager / Marketing

## Despre mine

- brand management
- strategii de marketing
- comunicare
- prezentări
- bugetare și planificare

## Experiența profesională

### **Brand Owner** · Aquatrade.SRL · Chișinău

*Martie 2023 - Prezent · 2 ani 2 luni*

- Develop and execute an annual marketing strategy, including promotional plans and budget allocation.
- Develop and launch new products
- Establish a comprehensive brand platform, including the creation of Brand and Visual Identity Guidelines
- Develop integrated communication campaigns, encompassing TV spots, OOH, and digital advertising
- Analyze numerical data and derive actionable insights
- Set strategic objectives and track key performance results

### **Brand Manager** · maib · Chișinău

*Iunie 2022 - Februarie 2023 · 9 luni*

- Launch and oversee marketing campaigns for Retail Segment;
- Accountable for marketing KPIs for the tribe to achieve long term goals;
- Optimize campaigns and marketing efforts within the teams;
- Identify target segmentations and defines product positioning.

### **E-commerce Product Analyst** · Plantifique · Chișinău

*Ianuarie 2022 - Iulie 2022 · 6 luni*

- Conduct a comprehensive analysis of data and trends pertaining to Amazon's business operations.
- Identify areas for enhancement and devise strategic plans to

- 👤 31 ani
- ♂ Masculin
- 📍 Chișinău
- 💰 **30 000 MDL**

## Preferințe

- Full-time

## Limbi

- **Română** · Fluent
- **Rusă** · Fluent
- **Engleză** · Comunicare

## Permis de conducere

Categoria: B

capitalize on these opportunities, while monitoring the effectiveness of these strategies.

- Perform in-depth analysis of competitor activities.

**Trade Marketing Specialist** · Efes Moldova · Chişinău

*Mai 2021 - Ianuarie 2022 · 9 luni*

- Plan tailored promo campaigns
- Address opportunities to extend draft beer zones in retail.

**Marketing Coordinator (Energy Drinks)** · Coca-Cola HBC Romania · Bucureşti

*Aprilie 2020 - Februarie 2021 · 11 luni*

- Develop the annual shopper calendar and budget in collaboration with Brand and Trade teams.
- Oversee the management of the BTL brand budget.
- Lead the coordination of new product launches, ensuring effective management of all stakeholders involved.
- Conduct comprehensive analysis of brand performance, including sales and market share, coupled with market insights to identify and leverage potential opportunities.

**Shopper Marketing & Commercialization Trainee** · Coca-Cola HBC Moldova · Chişinău

*Decembrie 2017 - Ianuarie 2021 · 3 ani 2 luni*

**Shopper Marketing Specialist** · Coca-Cola HBC Romania · Bucureşti

*Februarie 2019 - Martie 2020 · 1 an 1 lună*

**Media Planner** · Zenith · Chişinău

*Iulie 2016 - Iunie 2017 · 12 luni*

- Plan ATL activity of brands through all the channels (TV, Digital, OOH, Radio)
- Monitor brand performances & ensure all KPI's reach

**Studii: Superioare**

**ASEM**

*Absolvit în: 2016*

Facultatea: Business şi administrarea afacerilor

