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Brand Manager / Marketing

Experiența profesională

Brand Owner · Aquatrade.SRL

Martie 2023 - Prezent · 1 an 8 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

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

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 capitalize on these opportunities, while monitoring the effectiveness of these strategies.
- Perform in-depth analysis of competitor activities.

Trade Marketing Specialist · Efes Moldova

Mai 2021 - Ianuarie 2022 · 9 luni

- Plan tailored promo campaigns

👤 30 ani
♂ Masculin
📍 Chișinău
💰 30 000 MDL

Preferințe

- Full-time

Limbi

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

Permis de conducere

Categoria: B

- Address opportunities to extend draft beer zones in retail.

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

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

Decembrie 2017 - Ianuarie 2021 · 3 ani 2 luni

Shopper Marketing Specialist · Coca-Cola HBC Romania · București

Februarie 2019 - Martie 2020 · 1 an 1 lună

Media Planner · Zenith

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 și administrarea afacerilor

Specialitatea: Marketing și Logistică