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- 👤 35 ani
- ♀ Feminin
- 📍 Chișinău

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.

Experiența profesională

DIGITAL MARKETING & PPC MANAGER · Cobwebs Technologies · Тель Авив

Ianuarie 2022 - Prezent · 2 ani 11 luni

- 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 9 luni

- Growing long-term relations with international donors and sponsors.
- Developing, executing, design marketing and communication

Preferințe

- Flexibil

Limbi

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

Permis de conducere

Categoria: B

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