

## Специалист по маркетингу, SEO

Bărbat, 31 ani, superioare studii.



**Datele de contact ale candidatului sunt contra cost. Detalii aici: <http://www.rabota.md/cv/>**

Salariu	26000 MDL
Program de lucru	Full-time
Chișinău	Chișinău
Calatorii de afaceri	disponibil pentru detașări de serviciu

### Experiența de munca

10 ani și 1 luna

august 2017 - până în  
prezent  
6 ani și 10 luni

#### Marketing Specialist, SEO

**Alpentouch GmbH**  
(Chișinău), IT, Internet

Reputation management  
Articles comments engagement/management  
Community building  
Email marketing/newsletters  
PR  
SMM  
Reach influencers  
Create ebooks / white papers/ case studies  
Landing pages

septembrie 2015 - până în  
prezent  
8 ani și 9 luni

#### SEO Specialist

**Freelance**  
(Chișinău), IT, Internet

- SEO Copyrighting
- Internal and external website optimisation
- Web analytics
- Structured Data
- Data Highlighter
- HTML Improvements
- Architecture
- Duplicate
- Mobile Usability,
- International Targeting
- Crawl Errors
- Deep Keyword Research and Analysis
- Web page speed optimisation
- Penguin/Panda penalty evaluation and recovery
- Creation and verification tasks for programmers

- Methods LSI

septembrie 2015 - până în  
prezent  
8 ani și 9 luni

## Financial Analyst

### Freelance

(Chișinău), Contabilitate, finanțe, audit

- Analysis of performance indicators of the company;
- Studying the company's services consumption: new connection structure, traffic structure, value added services, products life cycle;
- Structuring the quality of service, customer satisfaction and service rating surveys and analyzing the results;
- Preparing reports by collecting, analyzing, and summarizing information and trends on market structure, customers, competitors;
- Preparing profit and loss forecasts of new products
- Inquiring of management and others to gain an understanding of the organization itself, its operations;
- Evaluating and understanding the internal control system;
- Performing analytical procedures on expected or unexpected variances in account balances or classes of transactions (loans granted, sales, fixed assets, inventory, borrowings, payroll, G&A expenses, foreign exchange result and other income);
- Projecting business models for short- mid- long- term;
- Preparing budget proposals

aprilie 2017 - august 2017  
4 luni

## Marketing Specialist

### Unifun

(Chișinău), Marketing, publicitate, PR

Creating, improving, update of marketing materials that support business development: product presentations (PowerPoint), descriptions, case studies, commercial proposals, templates for sales email, etc.  
Management of content & advertising campaigns for corporate websites, Facebook and LinkedIn  
Proofreading and editing business emails for sales team  
Proofreading and updating company product documentation  
Translation of any kind of documents RU-EN/EN-RU  
Creating content for the corporate website and social networks  
Creating marketing performance reports on a weekly and monthly basis

noiembrie 2015 - ianuarie  
2017  
1 an și 2 luni

## SEO Specialist

### Autodoc Gbmh

(Chișinău), IT, Internet

- Structured Data (MicroData, JSON-LD)
- Data Highlighter
- International Targeting
- Deep Keyword Research and Analysis
- Web page speed optimisation
- Duplicate data analysis
- Meta tag and headings optimization (title, description, h1-h6)
- Canonical URLs
- Internal linking
- HTML validation analysis

aprilie 2014 - august 2015  
1 an și 4 luni

## Tax Consultant

### Tx&A Co SRL

(Chișinău), Contabilitate, finanțe, audit

- ExPat Tax Management,
- PE Risk Management,
- VAT Optimization,
- Double Tax Treaties implementation,
- Legal authorization of trade facilities,
- Maintaining the legal procedure of liquidation of the enterprise,
- Registration of foreign loans

## Education

## Studii superioare

până în 2016

Academia de Studii Economice din Moldova, Finance  
Corporate Finance and Insurance

până în 2014

Academia de Studii Economice din Moldova, Finance  
Finance and Banks

## Instruire continuă, cursuri de formare

2009

Leader Project Entrepreneurship Program in Ivey Business School, or. Chișinău.

## Competente-cheie

Internet Marketing and SEO

- Deep knowledge of SEO (on page/linkbuilding)
- SEO Copywriting
- SEO Tools proficiency
- Experience in SEO optimisation in over 16 languages of the EU
- Background in economics

## Competente lingvistice

Rusa

Materna

Romana

Comunicare

Engleza

Fluent

Ucraineana

Elementar

## Informații suplimentare

Calatorii de afaceri

disponibil pentru detașări de serviciu

Cetățenie

Moldova

Permis de conducere

B

Autovehicul propriu

automobil personal

Despre mine

I like board games, gym, video games  
My values: family and career