


CURRICULUM VITAE

PERSONAL INFORMATION

• First / Surname	VAȘCIUC IULIA	
• Residence	Cluj-Napoca, Romania	
• Telephones	+40 730 73 73 28	
• E-mail	iulia.vasciuc@gmail.com ,	
• LinkedIn	https://www.linkedin.com/in/iuliaeftodi	
• Date of birth	02/08/1986	
• Marital status	Married, 1 child	
• Employment status:	Since June 2016 reallocated to Cluj-Napoca from Chisinau Freelancing. More than 10 years of experience in SEO, CPC campaigns management, Emailing campaigns, Analytics, Social Media.	
• Certifications	Google AdWords, Google Analytics, Google Display https://www.google.com/partners/?authuser=2#i_profile;idtf=102150342755781554419;	

WORK EXPERIENCE

• Dates	March 2017– Present	
• Occupation or position held	Senior Digital Marketing Strategist	
• Main activities and responsibilities	<ul style="list-style-type: none"> - Creation, management and reporting on clients AdWords campaigns - Running and management of Facebook/Instagram campaigns - Running and Management of Google Shopping and Amazon campaigns - Management of TheTradeDesk display and retargeting campaigns - Google Analytics Reporting - Design of all required creatives in Photoshop - Working on training documentation 	
• Name and address of employer, company profile	Working based on individual contract with an American Digital Agency Indri LLC. http://indri.co	
• Dates	May 2007 – May 2017	
• Occupation or position held	Operational Marketing Manager	
• Main activities and responsibilities	<ul style="list-style-type: none"> - Management of the websites: www.popfax.com, www.toofax.com, www.freepopfax.com, www.popesco.com, www.popshore.com, www.strategator.com, www.registeredfax.com ; www.lineadefax.es, www.faxinternetservice.com, www.faxes.co.uk, www.fax-online.it, www.fax-online24.de. - Define requirements, tasks, and resources associated to SEO strategy - Manage and execute implementation of SEO, content and link building strategy. - Management of CPC campaigns on Google, Bing, Etarget, Facebook, LinkedIn (display network, mobile app advertising, remarketing campaigns, etc). - Manage and execute implementation of different promotions and contest. - Social networks communication: Facebook, Twitter, LinkedIn, Google+, Viadeo, etc - Monitor and evaluate web analytics dashboards and custom reports in order to develop and recommend marketing strategies, - Direct marketing campaigns (bulk SMS, mass emailing, fax mailing) 	

• Name and address of employer, company profile	I.C.S. Popshore S.R.L. , str. Alba Iulia 75G (Operational branch of the French company Popfax SARL) represented by Mr. Vladimir Popesco
• Dates	April 2013 – May 2015 (part –time)
• Occupation or position held	<i>AdWords and SEO Specialist</i>
• Main activities and responsibilities	Support, optimization and advertising of http://wearepropeople.com website – Drupal development company.. <ul style="list-style-type: none"> - Define requirements, tasks, and resources associated to SEO strategy - Management of AdWords campaigns (display network, remarketing) - Monthly Analytics reporting on traffic channels, website performance, conversions funnel, etc.
• Name and address of employer	Propeople SRL (Operational branch of the USA company Propeople (recently rebranded to FFW Agency (https://ffwagency.com/)) represented by Mr. Oleg Cibotaru, Ricardo Osuna
• Dates	October 2014 – present (part –time)
• Occupation or position held	<i>AdWords and SEO Specialist</i>
• Main activities and responsibilities	Support, optimization and advertising of http://jobularity.com and http://fenix.codes websites. <ul style="list-style-type: none"> - Define requirements, tasks, and resources associated to SEO & launch strategy - Management of AdWords, Facebook and LinkedIn campaigns - Custom Analytics reports - Cooperation with copyrighters for content generation for websites: http://workasmanager.com, http://workasengineer.com, http://workinmarketing.com, http://career-in-legal.com, http://career-in-nursing.com, http://allsupportjobs.com, http://financejobfind.com, http://topeducationjobs.com,
• Name and address of employer	Phoenix Digital Solutions SRL, Republic of Moldova, mun. Chişinău, A. Bernardazzi 66 street represented by Mr. Boistean Sorin
• Dates	January 2009 – present
• Occupation or position held	<i>Romanian, Russian & English Translator</i>
• Main activities and responsibilities	translation of contracts, agreements, and other official documentation (languages of work: English, Russian, Romanian)
• Name and address of employer	TST Chisinau
• Dates	September – December 2006
• Occupation or position held	European Computer Drive License (ECDL) Instructor
• Main activities and responsibilities	- Teaching students, governmental people Microsoft Office, Internet Explorer, Windows XP.
• Name and address of employer	ECDL Moldova, 169 Ştefan cel Mare bd, TIS “Business Centre”, of. 12, MD 2004, mun. Chişinău.

EDUCATION AND TRAINING

• Dates	September 2015
• Specialization	Certified in Google AdWords and Analytics. https://www.google.com/partners/?authuser=2#i_profile;idtf=102150342755781554419 ;
• Name of organization	Google Partners
• Dates	October 2012
• Specialization	Was present at the WEBIT CONGRESS, Digital Marketing and Innovation Conference (www.webitexpo.com)
• Name of organization	Istanbul, Turkey, Lütfi Kirdar ICEC
• Dates	June 7, 2012
• Specialization	Passed Google Advertising Fundamentals and Search Advertising Advanced exams
• Name of organization	Google
• Dates	April 12, 2012
• Specialization	ADWEB CONFERENCE (adweb.md)
• Name of organization	International Conference of Online Advertising, LEOGRAND Hotel & Convention Center, Chisinau, Republic of Moldova
• Dates	August 2011 - 2015
• Specialization	French language courses
• Name and type of organization providing education and training	L'Alliance Française de Moldavie
• Dates	2008-2010
• Specialization	<i>Master degree in IT Management</i>
• Name and type of organization providing education and training	Academy of Economic Studies of Moldova 61, Banulescu Bodoni street, Chisinau, Moldova.
• Dates	2005 - 2008
• Specialization	<i>License degree in Economic Cybernetics</i>
• Name and type of organization providing education and training	Academy of Economic Studies of Moldova 61 Banulescu Bodoni street, Chisinau, Moldova.
• Data	June – August 2006
• Specialization	<i>European Computer Drive License / Complete Core</i>
• Name and type of organization providing education and training	ECDL Romania S.A.

SKILLS AND COMPETENCIES

<ul style="list-style-type: none"> • Native language 	Romanian
<ul style="list-style-type: none"> • Other languages 	Russian (fluently), English (fluently), French (intermediate)
<ul style="list-style-type: none"> • Professional skills 	<ul style="list-style-type: none"> - 10 years' experience in Search Engine Marketing (SEM) and Search Engine Optimization (SEO) - Experience working with popular tools (Google Webmaster tools (renamed in Search console), WordTracker, Keyword Discovery, IBP, SEO profiler, Ahrefs, Hubspot, SEOMoz, Raven tools, Keyword spy, etc) - Knowledge of current search engine processes and specific knowledge of online marketing analytics. - Proficient and passionate of PPC programs (AdWords, Bing, Facebook, LinkedIn, etc). - Proficient with Microsoft Office (Word, Excel, PowerPoint, Access); - Initiated with Adobe products (Photoshop, Illustrator); - Knowledge of HTML/CSS and website administration - Strong organizational, analytical and presentation skills - Initiated in PHP/Wordpress - Driver license. - Hobbies: handmade staff.
<ul style="list-style-type: none"> • Social and organizational skills and competences 	Result oriented, open minded, full of positive energy and entrepreneurial spirit; self-directed and able to take initiative, good communication, presentation and interpersonal skills.