○ 28 ani

○ Feminin

○ Chișinău

○ **45 000 MDL**

Preferințe

- Full-time

Limbi

- **Română** · Fluent
- **Rusă** · Fluent
- **Engleză** · Fluent
- **Franceză** · Mediu

Permis de conducere

Categoria: B

Product Manager, Product Owner

Experiența profesională

Product Manager · Turrior
Ianuarie 2024 - Prezent · 9 luni

I'm leading the full cycle of work with a product: from idea and concept to planning, development, testing, launch and support. Also, I'm managing the marketing team, elaborating the marketing and launch strategy, and testing product hypotheses on different markets (US, LATAM, and Eastern Europe).

Currently, I'm successfully managing the financial system integration process, to scale up the product to a Fintech revolution in the market. Also, I'm drawing the marketing strategies on different markets and contribute to its implementation, growth metric track and optimization.

Product Manager · Binary Studio
Aprilie 2023 - Februarie 2024 · 11 luni

Led the product launch, elaborated the go-to-market strategy, managed the development team, collaborated closely with the marketing and design teams, and successfully released key feature iterations. Additionally, I have managed the development of the product's mobile app, ensuring a user-centric and cohesive experience across platforms.

Also, I was a part of a start-up hub where I've conducted numerous product discovery researches, pitched ideas, tested product hypotheses using Meta, Google Ads and YouTube advertising, handled the analytics tools that helped us in strategic decision-making.

Product Manager · Simpals SRL
Noiembrie 2021 - Aprilie 2023 · 1 an 6 luni

- Drive the execution of all product lifecycle processes for products, including product research, market research, competitive analysis, planning, positioning, roadmap development, requirements development, and product launch
- Product strategy translation into detailed requirements for

prototype construction and final product development by engineering teams

- Creation of product strategy documents that describe business cases, high-level use cases, technical requirements, revenue, and ROI

- Analysis of market data to develop sales strategies, and define product objectives for effective marketing communications plans

- Close collaboration with engineering, production, marketing, and sales teams on the development, QA, and release of products and balance of resources to ensure success for the entire organization

- Product positioning development and messaging that differentiates SONR Inc and its features across primary market segments

Key Account Manager · DUX Translations
Ianuarie 2021 - Octombrie 2021 · 9 luni

- Client communications, quotation requests, deliveries of translations, translation issue resolutions and revenue control.

- Solving all client issues in an efficient manner, informing the Project Manager or Sales Director of any problems that may arise.

- Establishing service contracts or renewing contract with new and recurrent clients.

- Maintaining and expanding relationships with existing clients, which is measured in total revenue and/or amount of projects.

- Making sure to clearly communicate between the client and the production team in order to provide strong team representation and set proper client expectations.

- Working closely with the Project Manager in order to maintain a continuous knowledge of the translation/project status in order to identify potential issues.

- Fully understanding the company´s capabilities and services, and needs to effectively communicate these accordingly to the client.

Studii: Superioare

Alexandru Ioan Cuza University
Absolvit în: 2020
Facultatea: Faculty of Economic and Business Administration
Specialitatea: Master's Degree in Human Resources Management

Alexandru Ioan Cuza University
Absolvit în: 2018
Facultatea: Faculty of Economic and Business Administration
Specialitatea: Marketing