



DIANA ZAVZEATII

SENIOR MARKETING SPECIALIST
DIGITAL, SOCIAL MEDIA, CONTENT,
INFLUENCER, TRADE MARKETING
STRATEGY

PROFILE

I am very fortunate to work in marketing from the beginning of my career as this has been the area of my study and interest. Over my 15+ years of experience, I have witnessed various shifts from one type of marketing to another, the digitalization of marketing and rise of new types of marketing.

One key factor remains constant: strategic marketing thinking and that is the best part of my profession.

INTENTION

I am interested in joining an organization that focuses on building and maintaining a strong presence through 360 degrees marketing strategies, with a focus on digital, social media, content, influencer & trade marketing.

I would like to join an organization that puts innovation first, that thrives to develop by encouraging creativity and out-of-the-box thinking.

As a professional with many years of experience in managerial positions, I am looking for a managerial role, with the capability to produce strategies for various marketing projects and deliver results with the help of my internal and external teams.

CONTACT

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SKILLS

- Strong listening and communication skills
- Strategic planner
- Highly organized
- Technology focused
- Resourceful
- Great emotional intelligence skills
- Strong work ethics

EDUCATION

University of Sheffield, UK
MA in Marketing, Advertising and PR
2016

American University in Bulgaria,
BA in Business Administration,
2007

WORK EXPERIENCE

BEETLE & GOLIATH BOUTIQUE MARKETING AGENCY
JAN 2020 - PRESENT

- Working directly with company clients managing their digital campaigns: social, content, influencer, digital trade games/competitions, affiliate, etc.
- Developing and managing client strategy and planning key campaigns deliverables
- Providing implementation and optimization of clients' campaigns through direct input and supervision
- Generating & interpreting campaign reports to provide actionable insights and analysis to meet campaign objectives

INTERESTS

Food Blogging

Founder and content creator on @busyavocado 17K+ on Instagram

Food & Product Photography and Styling

Nutrition

Nutritious Life Certified

Food and Nutrition are my passions as you can see on my Instagram page

Yoga

I have complete my 200H YTT in November 2019 and now I am teaching yoga in studio and online

Travel

With more than 30 countries visited, I am a true believer that traveling is the best thing people can do to enrich their lives

Open Water Diving

With 5 years of experience and numerous dives sites visited

LANGUAGES

Romanian

English

Russian

Spanish

WORK EXPERIENCE

INTEGRAL SHOPPER (UAE), MARKETING MANAGER

JUL 2018 - JAN 2020

- Was in charge of the company's offerings: digital, trade marketing events, couponing
- Successfully developed and implemented a strategy for digital solutions products: gamification, cash back, gift back, doubling the number of activations compared to previous year
- In charge of digital activations project management
- Handled projects for major FMCG, Consumer Goods and Retailer companies in the Middle East

FOSS (UAE), MARKETING MANAGER

MAY 2014 - MAY 2018

- Was in charge of the company's marketing strategic planning
- Managed brand communication via: mail shots, social media, website, PR events, seminars, etc.
- Created and managed company's digital strategy: website traffic through SEO, SEM, social media
- Improved sales team support materials

BEMOL (MOLDOVA), HEAD OF MARKETING

DEC 2011 - MARCH 2014

- In charge of marketing strategy of the company
- Improved the communications strategy by using both ATL and BTL, introduced digital marketing, social media, PR & CSR

SIMBA TOYS (UAE), KEY ACCOUNT MANAGER

JUN 2009 - MAY 2011

- In charge of the stationery category for all accounts in UAE, Bahrain, Oman, Iran
- Created sales and marketing opportunities with key retailers in UAE

PHILIPS (UAE), ASSISTANT MANAGER IN CUSTOMER MARKETING

OCT 2008 - MAY 2009

- Was in charge of Peripherals and Accessories category in the Middle East
- Managed to increase the market share by utilizing trade marketing concepts: creative in-store displays, full range catalogue, BTL advertising

SONY (UAE), SALES AND MARKETING EXECUTIVE

SEP 2007 - SEP 2008

- Was in charge of Sony Mobile Division (Sony Xplod) and Consumer Audio Video Division in Caucasus area
- Increased sales in Azerbaijan, Kazakhstan, Georgia by 20% through trade brand campaigns