

Profile Communications Agency is pleased to introduce the team structure to encompass a versatile group of specialists, each equipped to handle a wide range of responsibilities

Team Structure and Competencies:

Digital Project Manager – Eugen Dabija

Competencies: Ensures all team members are aligned with the campaign's objectives, milestones are met, and the project remains within scope and budget.

Engagement Analyst and Digital Advertising Specialist – Tatiana Anghel

Competencies: Analysis user engagement data to refine content strategy and manages the digital advertising efforts across multiple channels.

Crisis Communication and PR Officer – Viorel Barbanoua

Competencies: Handles sensitive communication issues, manages the brand's reputation, and directs public relations strategies during crisis situations.

Social Media and Community Manager – Daria Salnikova

Competencies: Oversees social media strategy, community engagement, and also harnesses social analytics to refine campaign strategies.

Integrates direct email marketing into the social media strategy, ensuring a unified approach to audience engagement and communication.

Competencies: Responsible for creating a cohesive content narrative across all platforms and ensuring all copy is engaging and on-brand.

Graphic Designer and Motion Graphics Animator – Alexandra Sedletchi

Competencies: Creates visual content for social media and advertising campaigns, including motion graphics that illustrate the app's features dynamically.

Video Content Producer – Adriana Morcan

Competencies: Develops high-quality visual assets such as testimonial videos and photography that align with the campaign's messaging and goals.