

CURRICULUM VITAE (CV)

Position Title and No.	Account manager
Name of Expert:	Nicoleta Turcu
Date of Birth:	21/08/1999
Country of Citizenship/Residence	Republic of Moldova

Education:

Master's Degree in Marketing and Business Communication

Alexandru Ioan Cuza University, Iași, Romania (Oct 2021 – Jul 2023)

Field of study: Marketing and Business Communication

Bachelor's Degree in Management

Ștefan cel Mare University, Suceava, Romania (Oct 2018 – Jul 2021)

Field of study: Management

Employment record relevant to the assignment: {Starting with present position, list in reverse order. Please provide dates, name of employing organization, titles of positions held, types of activities performed and location of the assignment, and contact information of previous clients and employing organization(s) who can be contacted for references. Past employment that is not relevant to the assignment does not need to be included.}

Period	Employing organization and your title/position. Contact information for references	Country	Summary of activities performed relevant to the Assignment
Aug 2023 – Present	Kooperativa 2.0 — Marketing Project Manager For references: Tel:+373 760 72 975 E-mail: mircea.tira@kooperativa.md Mr. Mircea Țîra, Chief Executive Officer	Republic of Moldova	Coordinated cross-functional teams (design, content, social, PPC, SEO) to deliver integrated marketing campaigns aligned with client objectives. Owned project plans, timelines, and budgets; proactively identified and mitigated risks and delays. Served as primary client interface; provided strategic guidance, performance updates,

			<p>and optimization recommendations.</p> <p>Analyzed campaign performance with analytics tools; translated insights into actions to improve future results.</p> <p>Facilitated regular progress meetings across client and internal stakeholders, improving client satisfaction and retention.</p>
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Membership in Professional Associations and Publications: N. A.

Language Skills (indicate only languages in which you can work):

Languages	Speaking	Reading	Writing
Romanian	Native	Native	Native
English	Proficient	Proficient	Proficient
Russian	Proficient	Proficient	Proficient

Adequacy for the Assignment:

Detailed Tasks Assigned on Consultant’s Team of Experts:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
<ul style="list-style-type: none"> • Lead overall coordination of project activities in Moldova on behalf of the Joint Venture. • Oversee implementation of the Communication and Visibility Plan (C&V Plan) and ensure alignment between technical progress and communication outputs. • Supervise the Communication, Event, and Monitoring Divisions within the Project Management Unit (PMU). • Manage day-to-day coordination with MEPIU, Termoelectrica, and Grupo Érre. • Ensure compliance with World Bank visibility standards and bilingual (Romanian/Russian) communication. • Oversee preparation of reports, workshops, campaigns, and monitoring indicators. 	<p>a) Name of assignment or project: Moldova Business Week 2025 Year: 2025 Location: Chişinău, Republic of Moldova Client: Invest Moldova Agency Main project features: National investment and economic forum under the Government of Moldova, with over 2,000 participants, 40 partner institutions, and extensive international media coverage. Position held: Project Manager Activities performed:</p> <ul style="list-style-type: none"> • Directed overall communication strategy and coordinated a multidisciplinary team (PR, design, video, logistics). • Managed coordination between government ministries, embassies, and sponsors. • Oversaw bilingual production of all event materials, branding, and digital campaigns. • Ensured visibility compliance with donor and government guidelines. • Supervised press conferences, media coverage, and post-event reporting with measurable KPIs (4.4M+ digital impressions). <p>b) Name of assignment or project: GEF-R Moldova (Green Economy Financing Facility) Year: 2023–2024 Location: Republic of Moldova Client: European Bank for Reconstruction and Development (EBRD) Main project features: Nationwide communication campaign promoting household energy efficiency and sustainable financing solutions. Position held: Project Manager Activities performed:</p> <ul style="list-style-type: none"> • Led the planning and rollout of awareness campaigns through TV, social media, and influencer partnerships. • Managed stakeholder coordination and ensured message consistency with EBRD branding standards. • Oversaw monitoring, reporting, and visibility

	<p>compliance under donor procedures.</p> <ul style="list-style-type: none"> • Supervised creative and production teams ensuring timely delivery and public impact evaluation. <p>c) Name of assignment or project: ESG Communication Implementation Platform Year: 2024 Location: Republic of Moldova Client: Ministry of Economic Development and Digitalization / UNDP Moldova Main project features: National communication initiative promoting environmental, social, and governance (ESG) practices for businesses. Position held: Project Manager Activities performed:</p> <ul style="list-style-type: none"> • Coordinated public communication strategy integrating stakeholder engagement and visibility actions. • Supervised design and production of visual and digital content aligned with UNDP standards. • Organized stakeholder workshops and public events with business associations and civil society. • Ensured data-driven reporting and compliance with donor visibility rules.
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Expert’s contact information:

e-mail: manager@kooperativa.md

Phone: +373 766 94 277

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available, as and when necessary, to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.

Nicoleta Turcu



{07/03/2026}

Name of Expert

Signature

Date

Nicoleta Turcu



{07/03/2026}

Name of authorized

Signature

Date Representative of the Consultant

(the same who signs the Proposal)