

CURRICULUM VITAE (CV)

Position Title and No.	Copywriter
Name of Expert:	Daniela Ciorici
Date of Birth:	17/03/1998
Country of Citizenship/Residence	Republic of Moldova

Education:

Master's Degree in Educational Sciences (in progress)

Ion Creangă State Pedagogical University, Chişinău, Republic of Moldova (Aug 2025 – Present)

Field of study: Educational Sciences

Bachelor's Studies in Medicine and Pharmacy

Nicolae Testemiţanu State University of Medicine and Pharmacy, Chişinău, Republic of Moldova (Aug 2018 – Jul 2024)

Field of study: General Medicine

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
Jan 2024 – Present	Kooperativa Moldova —Copywriter For references: Tel:+373 760 72 975 E-mail: mircea.tira@kooperativa.md Mr. Mircea Țira, Chief Executive Officer	Republic of Moldova	Developed creative and strategic written content for national communication campaigns, including press releases, articles, social media copy, and storytelling materials aligned with project objectives. Translated complex technical, environmental, and institutional information into clear and engaging narratives

			<p>accessible to general audiences.</p> <p>Collaborated with project managers, designers, and PR strategists to ensure consistency of tone, message, and brand identity across all communication materials.</p> <p>Edited and proofread bilingual (Romanian/Russian) texts to ensure linguistic accuracy, inclusiveness, and compliance with donor visibility and branding requirements.</p> <p>Created compelling storytelling frameworks that highlighted project results, human impact, and institutional transparency through both digital and print formats.</p> <p>Contributed to the preparation of visibility reports and supported content quality control for communication deliverables produced under World Bank-funded initiatives.</p>
Jan 2023 – Jan 2024	<p>Complexul Sociocultural Universitar USMF “Nicolae Testemițanu” — Social Media Manager</p> <p>For references: Tel:+373 790 09 777 Alexandru Rusu</p>	Republic of Moldova	<p>Managed institutional social media channels and developed editorial calendars with consistent messaging and visual identity.</p> <p>Created bilingual (Romanian/Russian) copy for online campaigns, event promotions, and awareness activities.</p> <p>Produced and edited multimedia content (texts, visuals, short</p>

			<p>videos) for cultural and academic events.</p> <p>Engaged with followers and stakeholders through online communication, fostering institutional visibility and public trust.</p> <p>Analyzed social media metrics, identified improvement areas, and optimized content performance through data-driven adjustments.</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"> • Develop and edit clear, engaging, and audience-appropriate written content for all STEEM Project communication outputs, including press releases, brochures, social media texts, video scripts, and website content. • Translate technical and institutional language related to district heating modernization, energy efficiency, and sustainability into accessible and appealing narratives for the public. • Ensure bilingual (Romanian/Russian) adaptation and linguistic consistency across all written materials. • Collaborate with PR strategists, designers, and project managers to align written content with the Communication and Visibility Plan (C&V Plan) and project milestones. • Draft storytelling materials that highlight project beneficiaries, local community impact, and institutional credibility. • Support reporting, proofreading, and quality assurance of all communication deliverables to ensure compliance with World Bank visibility and branding guidelines. 	<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 export forum organized under the Government of Moldova, focused on promoting the country's economic and business potential to foreign partners. Position held: Copywriter – Communication Partner Activities performed:</p> <ul style="list-style-type: none"> • Authored high-impact communication materials including press releases, speeches, web texts, and event descriptions for official partners and institutions. • Developed storytelling concepts and key messages for promotional campaigns. • Adapted all written materials into bilingual (Romanian/English) formats, ensuring clarity and cultural appropriateness. • Collaborated with the PR and creative teams to maintain narrative consistency across online and offline channels. • Proofread and refined all editorial content to ensure institutional tone and message accuracy. <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: National communication campaign promoting energy efficiency and green investments for households and SMEs. Position held: Copywriter – Campaign Content Developer Activities performed:</p> <ul style="list-style-type: none"> • Wrote and localized digital content and printed materials explaining the benefits of energy-efficient technologies.

	<ul style="list-style-type: none"> • Translated complex technical information into concise, relatable messages for the public. • Created success stories highlighting the environmental and financial impact of household investments. • Ensured compliance with EBRD visibility and branding rules for all written deliverables. • Collaborated with creative and production teams to synchronize text and design elements. <p>c) Name of assignment or project: ESG Communication Implementation Platform</p> <p>Year: 2024</p> <p>Location: Chişinău, Republic of Moldova</p> <p>Client: Ministry of Economic Development and Digitalization / UNDP Moldova</p> <p>Main project features: National initiative promoting ESG (Environmental, Social, and Governance) practices and sustainable corporate communication.</p> <p>Position held: Copywriter – Communication Specialist</p> <p>Activities performed:</p> <ul style="list-style-type: none"> • Produced written materials, newsletters, and website content introducing ESG principles and best practices. • Developed bilingual articles and press materials tailored to both business and public audiences. • Drafted scripts and communication content for national workshops and media events. • Edited, proofread, and formatted all written deliverables for accuracy and consistency. • Contributed to visibility reporting and ensured compliance with UNDP’s communication standards.
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Expert’s contact information:
E-mail: ciorici.daniela.18@gmail.com
Phone: +373 67 694 839

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.

Daniela Ciorici



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)