

CURRICULUM VITAE

1. **Family name:** Zemtsovskaya
2. **First names:** Alexandra
3. **Nationality:** Moldovan
4. **Civil status:** Married
5. **Education:**

Institution	Degree(s) or Diploma(s) obtained:
Lomonosov Moscow State University (Moscow, Russia), Faculty of Journalism 1999 - 2004	BA - journalism, public relations

6. **Language skills:** Indicate competence on a scale of 1 to 5 (1 - excellent; 5 - basic)

Language	Reading	Speaking	Writing
Romanian	1	1	1
English	1	1	1
Russian	1	1	1
Italian	3	3	3

7. **Other skills:** - Advanced Computer literacy – MS Office 2000 (MS Word, Excel, PowerPoint), Internet Explorer, Outlook Express, Multimedia software applications
8. **Present position:** Founder, Managing Partner PProfile Agency – www.profile.md
9. **Years within the firm:** 13
10. **Key qualifications:**
Exceptional organizational skills; 13 years of experience in **entire project cycle** from planning until project implementation: event management, media relations, PR, awareness and advertising campaigns, event planning and organization
11. **Specific experience in the region:** Moldova
12. **Professional experience:**

Date	Location	Company	Position	Description
March 2005 - present	Chisinau /Moldova	PR-agency PROFILE,	Director, Founder	<ul style="list-style-type: none"> - Agency work organization - Improving workplace functions and production - Preventing workplace conflicts - Delegating the tasks - Control of deadlines and quality of work - Development and implementation of long-term communication strategies - Managing communications projects and events for national and international contractors: <p>Project Director:</p> <ul style="list-style-type: none"> - UNDERLAND Wine&Music Festival, - GUSTAR Festival, - Sparkling Night (Cricova), - Must Fest (Cricova), - May Day (Ascony Winery) - More than 70 events organized for commercial brands, governmental and non-profit structures
2002-2005	Russian Federation, Moscow	Company RUservice	Director of Advertising and Public Relations.	<p>Development and implementation of advertising and PR-strategy, including:</p> <ul style="list-style-type: none"> - Segmentation of services and products of the company in line with the target audience, the definition of optimal communication channels for each product type, - Work with the media, arranging interviews, publications in the print media, the participation of the Company in the television show, according to the general PR-strategy, - Administration of the corporate website: external content - customer-oriented and internal content - employees-oriented - Implementation of advertising campaigns, including - on television, print media, outdoor.
2001-2002	Russian Federation, Moscow	AST-Press publishing house	Editor-corrector	Stylistic processing, correction and editing of fiction and popular science texts in line with the standards and requirements of the stylistics and grammar of Russian language.
2000-2005	Russian Federation, Moscow	National news agency ITAR-TASS	freelance correspondent of foreign news	Review and processing of information feeds of foreign news agencies. Translation and adaptation of foreign news in Russian, accommodation and report on the main news feed ITAR-TASS.

