

Dina IVANOV

Development Director, Partner @ QUBO Communications
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SUMMARY

Detail-oriented and driven development director aiming to increase company's revenue by identifying profitable business opportunities. Professional communications specialist with over 12 years of experience in the field that allows delivering and measuring strategic commercial communications campaigns centered on customer's portfolio. Expertise in designing communication strategies and conducting research to help institutions communicate effectively and meet core organizational objectives. Experience in working closely with key business teams and product managers to define audiences, craft high-impact value proposition messaging, create success stories, develop thought leadership positioning, and collaborate with team peers to amplify messaging through all relevant channels, while customizing according to specific needs. Former consultant in "Strengthening strategic communications capacity at central Government level" within a project by the UK Department for International Development Good Governance Fund, where conducted the research process to audit the communication capacity of the Moldovan Government and subsidiary institutions. Internationally certified by Kedge Business School of Marseille in integrating CSR into transversal business projects.

HIGHLIGHTS

- Excellent communication and interpersonal skills
- Ability to lead and direct teams
- Knowledge of marketing-related business practices
- Strategic vision and effective planning
- Negotiation and problem-solving abilities
- Fluent in Romanian, English
- Versatile and quick-thinking

EXPERIENCE

2020 – present, QUBO Communications

Development Director, Partner

- Seek out new business opportunities and implementing plans designed to increase organizations
- Build solid relationships with customers and marketing teams to increase brand awareness and recognition for clients
- Integrate marketing, operations and financial knowledge to achieve organizational goals
- Direct marketing efforts and strategies to reinforce the brand position and response in crisis communication

2017 – 2020, QUBO Communications

Head of Marketing and Communications Projects, Partner

- Conducted research and developed Communication Strategies and Strategic Plans
- Developed integrated communications strategies for client companies and organizations
- Incorporated PR, marketing and advertising

- Developed and led companies' internal communication and CSR strategies
- Oversaw clients' annual communications budget

**2015 – 2017, Orange Group, “Orange Moldova” SA
Communication and PR Projects team leader expert**

- Planned, developed and implemented PR strategies and communication plans
- Liaised with colleagues and key spokespeople in answering inquiries from media, individuals and other organizations
- Prepared and supervised the production of brochures, promotional materials
- Responsible for videos, photographs, video and multimedia communication programs
- Organized events and developed corporate communication projects

**2013 – 2015, Orange Group, “Orange Moldova” SA
PR and Corporate Social Responsibility Projects Coordinator**

- Managed company's relations with external stakeholders on issues related to social responsibility
- Reviewed the current partnerships and market landscape in order to recommend and develop initiatives in support of strategic business goals
- Drove marketing and branding of the company's environmental and philanthropic initiatives
- Maintained and built strategic relationships inside and outside the company, including with businesses, NGOs and associations, to affect positive environmental and business outcomes

**2010-2013, Prime TV & ProTV Chişinău
News reporter**

- Built a strong network of resources in a bid to help the news channel stay ahead of its competitors
- Generated stories and features ideas; followed leads from law enforcement agencies, public events and press conferences
- Researched and collected evidence to support stories and features
- Wrote scripts for headlines and bulletins and prepared news reports

**2008-2009, “European Action Movement” social-political movement
Media coordinator**

- Liaised with and answered inquiries from media, individuals and other organizations
- Researched, wrote and distributed press releases to targeted media
- Monitored, collated and analyzed media coverage
- Wrote and edited in-house magazines, case studies, speeches, articles and reports
- Managed content development for various web pages

EDUCATION

2021, Introduction to Social Media Marketing course authorized by Facebook, Certificate
 2014, Kedge Business School of Marseille, France, Certificate in “Integrating CSR into transversal project management”
 2010, School of Advanced Studies in Journalism, Independent Journalism Center, Moldova, Certificate of graduation
 2009, School of Political Leaders, Association for Participatory Democracy ADEPT, Moldova – Certificate of graduation
 2008, Free International University of Moldova, Bachelor's in International Relations