

Curriculum Vitae

Personal Information

Name and surname: Dina Ivanov

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Work Experience

2017, December – current, QUBO Communications Group

Job position: Co-founder, Head of Communication Projects

Responsibilities:

- developing integrated communications strategy for customer's companies incorporating PR, marketing and advertising;
- managing inbound marketing system, including campaign development and data analysis;
- creating and implementing communications plans to increase brand awareness and recognition for the clients;
- developing relationships with key media to secure and grow media coverage both online and offline;
- conducting trainings in communication field (media relations, effective communication, public speaking, strategic communications, crisis communication etc.);
- driving and implementing customer service response to common complaints and a process in which they are resolved and communicated;
- generating communication content for local and national media in multiple languages;
- monitoring press stories relating to the customer's companies and their brands, and maximizing opportunities for positive PR and playing down negative PR;
- collating and analyzing current communications and messages and ensuring consistency;
- developing and leading the companies' internal communication and strategies;
- consulting customers on the way adopting CSR strategies;
- managing the PR aspect of the potential crisis situations;
- overseeing annual customers' communications budget.

2018, March - May, PricewaterhouseCoopers Advisory SRL

Job position: Junior Consultant "Strengthening Strategic Communications Capacity at Central Government Level" project

Responsibilities:

- providing strategic communication expertise;
- supporting (technical/administrative/logistic) international expert to conduct communication and skills audit in Government;
- providing understanding of local/national context;
- identifying the methodology for the research;
- conducting local research and analysis;
- leading the process of data and information collection;
- supporting international expert to draft the narrative report and actions plan.

2015 – 2017, Orange Group, “Orange Moldova” SA

Job position: Communication and Public Relations Projects Coordinator

Responsibilities:

- planning, developing and implementing PR strategies and communication plans;
- promoting marketing campaigns;
- liaising with colleagues and key spokespeople;
- liaising with and answering inquiries from media, individuals and other organizations;
- researching, writing and distributing press releases to targeted media;
- collating and analyzing media coverage;
- writing and editing in-house magazines, case studies, speeches, articles and reports;
- preparing and supervising the production of publicity brochures, promotional videos, photographs, films and multimedia programs;
- organizing events including press conferences, exhibitions, open days and press tours;
- managing and updating information and engaging with users on social media sites;
- developing projects in terms of corporate communication;
- sourcing and managing speaking and sponsorship opportunities;
- commissioning market research;
- managing the PR aspect of the potential crisis situations.

2013 – 2015, Orange Group, “Orange Moldova” SA

Job position: PR and Corporate Social Responsibility Projects Coordinator

Responsibilities:

- managing the relations of the company to external stakeholders on issues related to social responsibility;
- reviewing the current partnerships and market landscape in order to recommend and develop initiatives in support of strategic business goals;
- driving marketing and branding of the company’s environmental and philanthropic initiatives;
- maintaining and building strategic relationships inside and outside the company, including Businesses, Non-Government Organizations (NGOs) and associations to affect positive environmental and business outcomes;
- identifying partnership opportunities with external parties (including government, Corporations, NGOS, private foundations etc);
- creating and implementing Corporate Social Responsibilities & corporate philanthropy projects;
- improving and developing the relationship with mass-media.

2010-2013, Prime TV, “Media Production” SA

Job position: News reporter

Responsibilities:

- building a strong network of resources in a bid to help the news channel to stay ahead of its competitors;
- live reporting from the most important local and international events;
- generating stories and features ideas and following leads from law/education/IT institutions, public and press conferences;
- pitching ideas and their implementation strategies to editors and producers;
- researching and collecting evidence to support stories and features;
- writing scripts for headlines and bulletins and preparing news reports;
- assisting in selecting well placed locations, sounds and pictures to provide credence to news

- items;
- approaching stories and features by exercising editorial judgment;
- preparing timelines for each news item and monitoring each broadcast for accuracy;
- arrange interviews with individuals and agencies in a bid to gather information for news items;
- consulting books, periodicals, news files and public records to obtain relevant facts.

2010, Pro TV Chisinau, “Pro Digital” SA

Job position: News reporter

Responsibilities:

- interviewing people in a range of different circumstances;
- building contacts in many areas to maintain a flow of news, such as with the police and emergency services, local council, community groups, health trusts, press officers from a variety of organizations and the general public;
- seeking out and investigating stories via own contacts, press releases and other media;
- attending a range of events, such as council meetings, magistrates' court proceedings, football matches, talent contests etc.;
- working closely with the news team, photographers and editors;
- recording interviews and meetings using shorthand or technical equipment;
- creating news content and 'live' reporting or real-time for the main events of the country.

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

Job position: Media coordinator

Responsibilities:

- improving media relations;
- liaising with and answering inquiries from media, individuals and other organizations;
- researching, writing and distributing press releases to targeted media;
- collating and analyzing media coverage;
- writing and editing in-house magazines, case studies, speeches, articles and reports;
- preparing and supervising the production of publicity brochures, promotional videos, photographs, films and multimedia programs;
- content management on different web pages.

Education

2008, Free International University of Moldova, Diploma in International Relations

2009, School of Political Leaders, Association for Participatory Democracy ADEPT, Moldova – Certificate of graduation

2010, School of Advanced Studies in Journalism, Independent Center of Journalism, Moldova, Certificate of graduation

2014, Kedge Business School of Marseille, France, Certificate in “Integrating CSR into transversal project management”

Skills Summary

- Strong organizational, analytical, team and leadership skills
- Self-organization and high sense of responsibility
- Easily adapted to different life situations
- Ability to work efficiently under pressure and stay calm

- Ability to negotiate and integrate in a new working environment
- Ability to adapt quickly and effectively
- Punctual
- Fast learner
- Fluent in Romanian and English languages
- Program Computers, MS Office with full package of applications

Hobbies

- Traveling
- Literature
- Sports