

Recommendation Letter

for Profile Agency in support of ToR: EEAS-DELMDAC-SER-FWC-2025 – 009, Social Media Services for the Delegation of the European Union to the Republic of Moldova

I am pleased to recommend PProfile Agency as a reliable and experienced communications partner.

I had the opportunity to work with PProfile on a European Investment Bank (EIB)-supported project focused on communicating the benefits and practical implications of the Deep and Comprehensive Free Trade Area (DCFTA) for Moldova. The challenge was to translate complex and sometimes ambiguous policy messages into clear, targeted communication that could resonate with different audiences — from small business owners to institutional stakeholders.

PProfile handled this with a structured and thoughtful approach. Their team was able to break down abstract topics into relatable narratives, making the messages both accessible and relevant. Their storytelling skills stood out — not just in the content itself, but in how they adapted tone, format, and delivery to suit various channels and audiences.

Equally important was their ability to manage complex event logistics smoothly. Whether it was a high-level conference or a multi-stakeholder outreach event, everything was well-organized and professionally handled — from planning and coordination to execution on the day. This made a real difference in the visibility and impact of the campaign.

Throughout the collaboration, PProfile REMAINED responsive, flexible, and solution-oriented — especially when dealing with shifting priorities or external challenges. Their experience working with donor-funded and public sector projects was evident in both the creative and administrative parts of the work. They managed deadlines, reporting, and compliance requirements with the same care and attention as they did the creative content.

I would confidently recommend PProfile Agency for communication assignments that require both strategic clarity and operational reliability — particularly where multiple actors and moving parts are involved.

Sincerely,

Nicoleta Panta

Senior Corporate Communications Officer (temporary Chief of Communications and Partnerships UN WMO).
European Investment Bank (EIB)

