

Contact

www.linkedin.com/in/margarita-ursu (LinkedIn)

Top Skills

Media Planning

Project Management

Strategic Communications

Languages

German (Elementary)

Romanian (Native or Bilingual)

Russian (Full Professional)

English (Full Professional)

Certifications

Accredited PR Practitioner

Honors-Awards

Advanced Communicator Silver Award

Advanced Leadership Bronze Award

Certificate of High Performance Leadership Program completion

Margarita Ursu

Projects & Partnerships Manager | PR Consultant | Public Speaking Trainer

London Area, United Kingdom

Summary

I believe that the #development of individuals, communities and countries is a result of #visionary approach, mindful #planning, assumed #implementation, and of course, strong #partnerships.

I have observed in over 14 years of multi-national experience that any professional activity – from international agreements establishment on behalf of the Ministry of Culture to coordinating a one-day event in a public library – you need to follow a #project #management life cycle.

I have discovered, while working for non-profit, governmental and private organizations, that besides the traditional skills such as project management, activity design, monitoring, and report writing, you need to know how to engage various stakeholders around common themes. That will connect all existing resources and will have a long-lasting impact on #community development.

I have been challenged to motivate various stakeholders to invest in public libraries and cultural projects. Sometimes that is difficult. To overcome these obstacles you need #negotiation, #PR and #marketing skills – to design effective #communication #strategies tailored to specific environments.

I have learned, that any complimentary activity – as delivering #trainings, offering written and oral #interpretation, #mentoring in Toastmasters or volunteering for Tourism Information Center – besides the development of your presentation skills, extends your list of connections – the unofficial data base of your potential future partners.

I believe that people and organizations can connect and share more observations and lessons learned to overcome challenges. I believe

that we can join our knowledge and resources to implement stronger projects.

Waiting to work together!

Experience

Open for new partnerships

Project Manager | Partnerships Manager | PR Consultant | Public Speaking Trainer

April 2022 - Present (2 years 5 months)

Freelancer

Public Speaking Trainer

October 2008 - Present (15 years 11 months)

Moldova

Deliver trainings on Public Speaking (Pitching to Investors, Message & Speech Structure, Storytelling, Impromptu Speaking, Diction, Body Language, etc.) developed and adapted according to the group of clients, such as World Bank Representation in Moldova team, National Bank of Moldova staff, Business Incubators, Ignite Moldova speakers, Young Professionals Group, American Chamber of Commerce in Moldova, within EU-funded projects and Toastmasters International conferences and boot camps, etc.

Library Association of Moldova (ABRM)

Communications Coordinator

November 2019 - December 2020 (1 year 2 months)

Chişinău, Kishinev, Moldova

Establishing groups of local civic activists, by providing training in advocacy and communication, supporting the implementation of 15 local initiatives in rural areas and ensuring the visibility and media communication within the project "I am the change promoter" (EU sunt promotorul schimbării).

The project is implemented by the Association of Librarians of Moldova (ABRM) within the EU-funded program Grassroots Civil Society Development Facility in the Republic of Moldova coordinated by the the Konrad Adenauer Foundation in the Republic of Moldova.

BDR Associates

PR consultant (Key expert - Event Manager)

March 2020 - September 2020 (7 months)

Chişinău, Kishinev, Moldova

Within the EU-funded project “Visibility of EU and EU assistance in the Republic of Moldova in 2020”, implemented by Particip GmbH, we were working on ensuring the increased visibility of EU and the EU assistance provided to the Republic of Moldova, while communicating targeted information on tangible results for the Moldovan citizens, promoting the EU values, culture and assistance provided to the country, inclusively by;

- ensured an efficient implementation of EU and EU assistance visibility in the framework of Europe Day 2020 events, organized for the first time in the country via Online campaign and events, targeting specific sectors of EU assistance in the country, and generating over 3 mln. views;
- increased the visibility of EU and EU assistance among target groups via organisation of high-level communication events, ad-hoc events and culture related events, placing an increased focus on promotion of EU and EU assistance visibility by means of culture and cultural activities;
- ensured the management of online communication tools (as the EU4Moldova.md website and the eucoopnews.md newsletter, Europe Day in Moldova Facebook page) and providing support for communication activities of the EU Delegation to the Republic of Moldova.

BDR Associates

10 months

PR Consultant

December 2017 - July 2018 (8 months)

Moldova

Managed relations with mass-media and public diplomacy, coordinated the implementation of researches and development of public campaigns, facilitated communication between public and private partners, and organized knowledge-sharing events, for such clients as Delegation of the European Union to Republic of Moldova, EU funded project on DCFTA/AA visibility, Estonian project on media monitoring, heat supplying company, and others:

Delegation of the European Union to Republic of Moldova - as a Media Relations Manager

(1) supported and coordinated the communication of the EUD with the media representatives (interviews, articles, press-releases, press conferences, meeting and media monitoring)

(2) organized and coordinated trainings and a study visit for local and regional journalists to the European Institutions;

(3) coordinated the activity of 19 European Information Centers (EUIs) and 12 Euroclubs in the Republic of Moldova.

“Visibility and Communication for Actions related to AA/DCFTA Implementation in the Framework of EU-funded Assistance Programmes” – as a non-key expert (Events Junior Coordinator) was involved in the development of One Stop Shop concept and the organization of Partners & Cooperation Workshop.

“Developing Moldovan central government media monitoring capability – supporting reforms, fighting disinformation and corruption”, financed by the Estonian Government – as a project coordinator ensured the communication with the end-users (over 40 government communicators from 11 ministries and government institutions) on the media-monitoring platform and usage of the Estonian software and provided help desk support.

Others – as a PR consultant supported the development of communication strategies and coordinated events and activities (including research) according to the clients’ needs.

Media Consultant

October 2017 - December 2017 (3 months)

Moldova

- Monitored the websites of the most important media channels of Moldova (newspapers, magazines, TV & Radio), as well as relevant web portals and presented the important news related to the field of interest of the clients;
- analyzed opinions spread in media in the fields related to the clients’ interest;
- insured the media coverage for separate events and communications offered by the clients;
- signaled the most important news that happened in the country, especially those that implied crisis communication situations and suggested media communication solutions.

IREX

3 years 5 months

Outreach Coordinator, Novateca Program

October 2015 - September 2017 (2 years)

Moldova

Identified, established and coordinated the partnerships with public and private sectors, developing and implementing joint projects, and managed small grants program within Novateca (a program on modernization of over 1000 public libraries, implemented by IREX and financed by Bill and Melinda Gates Foundation in partnership with USAID Moldova) :

- Promoted and enhanced the public support for libraries and development of new library services by facilitating and negotiating partnerships with public, private, civil society and media representatives, resulting in MoUs, mutual promotion and support, cost-share investment in the libraries and development of joint projects:

- Orange Moldova (#SuperCoders project at national level),
- US Embassy in Moldova (Fighting corruption project – “Beautiful corruption”),
- European Delegation in Moldova (EU Information Centers project),
- National Youth Council (Intercultural Dialogue Project),
- Bestseller.md (“Your E-shelf” project),
- National Centre for Children Abuse Prevention (“On the way home” – project on child abuse prevention),
- TEKEDU (Girls Go IT program),
- Agency for Rural Development (ACSA), American Chamber, UN Women, BDR Associates Moldova, Academy for Innovation through Education, National Center for Health Policies and Analyses (PAS), etc.

- Strengthened the librarians’ skills to provide citizen-focused, modern services to their communities by ensuring the concept development and implementation process of the 14 grants selected in the “Libraries and NGOs” Small Grants Program;

- Assisted librarians in organizing public events and developing local partnerships; supported, organized specialized activities, local, regional and national events for librarians to share best practices;

- Cooperated with the Communications Department on the developed of the promotional materials, videos, articles, etc. related to the projects with partners.

Executive Assistant, Novateca Program
May 2014 - October 2015 (1 year 6 months)
Moldova

- Monthly reporting - gathered and compiled all information necessary for Novateca Program monthly report for IREX Washington DC Office and Bill and Melinda Gates Global Libraries Program;
- Member of micro grants team – involved in the concept development and the implementation supervision of the 13 selected applicants;
- Supported the communications among the Novateca team, following up with staff and supporting them to learn and follow administrative and programmatic procedures;
- Coordinated the schedules for management, including missions abroad and all related logistical arrangements; maintained protocol procedures;
- Monitored the information flow in the office and follow up on circulation files;
- Provided support in the organization of major/high-level events/meetings;
- Participated as a selection committee member of various tender teams;
- Provided written and oral translations from and to English, Romanian and Russian.

Ministry of Culture

Senior Consultant, European Integration, International Relations and Projects Department

February 2010 - May 2014 (4 years 4 months)

Moldova

Identified and supported the implementation of international and bilateral agreements and programs / projects related to the cultural field financed by European and relevant international funds; initiated and monitored Moldova's participation in multilateral programs of international organizations (EU, Council of Europe, UNESCO, etc.); organized and conducted the sessions of socio-cultural accommodation of foreigners in the Republic of Moldova.

- Represented the Ministry of Culture in international and regional organizations and programs, being involved in the development of proposals, action plans and strategic documentation:
 - 4th Platform of the multilateral cooperation under the Eastern Partnership “Contacts between people”;
 - Organization of the Black Sea Economic Cooperation (BSEC) Working Group in the field of Culture;
 - Annual Council of Ministers of Culture of South East Europe (CoMoCoSee);
 - Regional Cooperation Council (RCC) Task Force on Culture and Society (TFCS).

- Participated in the development of the drafts agreements, negotiation process, signing procedures and implementation monitoring of bilateral agreement with Ministry of Culture of Republic of Armenia, Peoples Republic of China, Romania, Republic of Turkey and Republic of Turkmenistan;
- Participated in the organization of cultural events at national level, such as the International Music Festival “Martisor” and International Opera and Ballet Festival “Invita Maria Biesu”, the International Museums’ Nights, 10 years of Francophone Belgian Cinematography, Europe Day celebration;
- Assisted the subordinated institutions in the application processes for the grant provided by the Japanese Embassy accredited to the Republic of Moldova in the field of culture - Kusanone Cultural Grant.

50/50 Political Women's Club

Trainer on public and political activities, Women can do it Program
October 2009 - June 2011 (1 year 9 months)

Moldova

- Organized training sessions in different regions of the Republic of Moldova for groups of Public Authorities representatives;
- Promoted equal opportunities at the local, district and national level within groups of public administration representatives.

Mihai Eminescu Lyceum

English Second Language Teacher
August 2008 - December 2009 (1 year 5 months)

Moldova

Taught English as second language to primary and high school students (from 2nd to 11th grades) in a friendly and creative environment, developing their writing, reading, listening and communication skills according to the curriculum and the prepared lesson plans.

Education

Kingston University

Master of Arts - MA, PR & Corporate Communication · (2020 - 2021)

State University of Moldova

Master's degree in Political Science, Human resources and personnel policies

State University of Moldova

Diploma of Licentiate, Acting and Stage Management

State University of Moldova

Diploma of Licentiate in Humanities, English Language and Literature