

CURRICULUM VITAE (CV)

Name of Expert:	Mariana Gălescu
Date of Birth:	02/06/1982
Country of Citizenship/Residence:	Republic of Moldova

Education:

Name of Institution	Degree/Diploma	Date of Obtainment
Free International University of Moldova	Bachelor's in Business Administration	2009 – 2012
State University of Moldova (IRIM)	Graduate in International Relations	2000 – 2004

Employment record relevant to the assignment:

Period	Employing organization and position. Contact info for references	Country	Summary of activities performed relevant to the Assignment
2017 – present	QUBO Communications – Creative Director For references: hello@qubo.md	Moldova	Develop creative concepts and strategic messaging. Lead creative brainstorming sessions, supervise copywriting, design, and video teams. Write, edit and translate copy in Romanian, Russian, and English. Coordinate social media ad campaigns and manage digital presence. Conceptualize and produce creative PR, advertising and social video materials. Lead content development for complex national and international campaigns.
2014 – 2017	Proimage Agency – PR Specialist & Copywriter	Moldova	Generated creative ideas. Copywriting and content writing across PR and campaign briefs. Researched extensively the briefed topics. Wrote, edited and translated copy in Romanian, Russian, and English.
2011 – 2017	Nondiscrimination Coalition – Communications Coordinator	Moldova	Led media relations and advocacy campaigns (EU/national). Drafted communications strategies and policy documents. Organized national-level events and awareness activities.

2014 – 2015	Prime TV – Senior TV Editor	Moldova	Managed the morning show newsroom. Edited news and reportages, plan, suggest and approve stories. Improved style, structure, formatting and accuracy of reports. Trained new reporters.
2011 – 2014	Jurnal TV – Senior TV Editor	Moldova	Edited news and programs in the Production Department. Approved and suggested stories. Improved style, structure, formatting and accuracy of reports. Made special reportages for the “Ministerul Adevarului” show.
2010 – 2011	Rolsimedia Agency – PR & Marketing Manager	Moldova	Generated ideas for clients’ branding and campaigns. Wrote press release and articles, prepared promotional materials. Maintained the company's website, intranet and social media accounts.
2005 – 2010	Best Jobs SRL / Neogen SA – Digital Marketing Coordinator	Moldova Romania Bulgaria Serbia	Researched markets, identified and evaluated trends. Implemented communications and marketing strategies. Managed marketing activities across 4 countries: Romania, Moldova, Bulgaria, Serbia. Supervised international staff of 10.

Membership in Professional Associations and Publications:

Member of the Association of PR & Communication Specialists

Language Skills:

Language	Reading	Speaking	Writing
Romanian (MT)	1	1	1
English	1	1	1
Russian	1	1	1
French	2	2	2

Scale: 1 = Fluent, 2 = Good, 3 = Intermediate, MT = Mother Tongue

Adequacy for the Assignment:

Detailed Tasks Assigned on Consultant’s Team of Experts:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
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- Analyze and propose a personalized name for the program. - Supervise the development and editing of all communication deliverables. - Lead creative direction and ensure alignment with Invest Moldova branding. - Support in concept development and narrative shaping for promotional activities.	Project: WHO Moldova Communication Campaigns Years: 2020-2025 Role: Creative Director Activities: Created slogans, messaging, visual concepts, and digital products including www.cumtesimtiazi.md, guides, infographics, podcasts, and digital ad campaigns. Project: Labour Inspectorate Recruitment & Reform Campaign (ILO) Years: 2022-2025 Role: Creative Director Activities: Developed campaign concept, mascot, slogan, media and web content, social and digital ad strategy, including www.inspector.md and www.lucrezlegal.md. Project: Medpark International Hospital Branding and Campaigns Years: 2017-2025 Role: Creative Director Activities: Led brand restyling and creative work for the institutional image and service lines. Project: Heritage International School Communication & Promotion Years: 2017-2025 Role: Creative Director Activities: Managed full-service strategic and creative communication for the brand and its services.
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Expert's contact information:

E-mail: mariana.galescu@gubo.md / Phone: (+373) 69 355 122

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available, as and when necessary, to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.