

ȚIRA MIRCEA

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PERSONAL PROFILE

"Dynamic and forward-thinking manager, holding a degree in Public Administration,, passionately pursuing a career in strategic communications, entrepreneurship development, and technologies. I am dedicated to crafting impactful campaigns aimed at contributing to the development of the Republic of Moldova. Skilled in nurturing robust interpersonal connections, I am adept in both communication and organizational areas.

EXPERIENCE



JANUARY 2023 - JANUARY 2024 - WINE INDUSTRY DEVELOPMENT AND DIGITALIZATION MANAGER

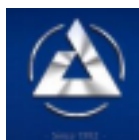
- Coordination of communication campaigns
- Usage of tools and softwares to monitor brand image
- Activity reporting and coordination of implementing projects of the beneficiaries



JANUARY 2018 - PRESENT - FOUNDER JUST DIGITAL

- Strategic Development
- Team coordination
- Creating communication strategies B2G, B2B
- Active communication and maintaining partnerships
- Business development management
- Developing business vlog and presenting local businesses in 50 episodes (such as Purcari Wines, Land of Basarabia, Travel destinations)

<https://www.youtube.com/@JustVlogBiz>



MAY 2016 – NOVEMBER 2018 – HEAD OF BUSINESS DEVELOPMENT DEPARTMENT "ACVILA GROUP"

- Partnerships and Fundraising
- Acvila Tennis Club & Bahmut Club business development strategy
- Creating and coordinating the team: Sales Department and Customer Service Department - Active communication and maintaining partnerships
- Corporate sales and business development management



DECEMBER 2015 – JULY 2016 – FOUNDER REZIDENTIAL.MD -

Branding and image

- Marketing strategy
- CRM (Oracle Cloud Service) implementation
- B2B sales



OCTOBER 2013- NOVEMBER 2015 – MARKETING DIRECTOR - COMPLEX ETNO-CULTURAL "VATRA"

- Partnership & Fundraising
- Active communication and maintaining relations with strategical partners
- Participating in national marketing strategy for Moldovan Touristic Brand - Pomul Vietii
- Organizing Moldovan Wine Vernisage at Palace of the Parliament Bucharest
- Organizing ANTRIM (national touristic association) presentation in Bucharest
- Evaluation of marketing campaign performance, referral trends, market segmentation, outreach impact, and image and financial impact;



JULY 2012- IAN 2013 - MANAGEMENT & ADMINISTRATION - SUPRATEN SA

- Collaborating with procurement team
- Developing documents and contract for procurement team
- Monitoring sales expectations and forecasts



FEBRUARY 2012 - MAY 2012 - INTERNSHIP, NATIONAL AGENCY FOR EMPLOYMENT, BUCHAREST ROMANIA

- Office administration duties
- Preparation of correspondence, reports and documents
- Verification of database entries



EDUCATION

OCTOBER 2010 – MAY 2013- NATIONAL SCHOOL OF POLITICAL STUDIES AND PUBLIC ADMINISTRATION, BUCHAREST ROMANIA

SEPTEMBER 1998- MAY 2010 ALECU RUSSO LYCEUM, ORHEI R.MOLDOVA

ACHIEVEMENTS

- University of Colorado Online Course> Strategic Communication Campaigns (2023)
- Certificate of Graduation Upcelerator (2022)
- Tekwill Certificate - Training for Trackers (2021)
- Meta Business Partner, and Google Partner (2021)
- Graduation Start UP Diaspora Program 2018
- Training for International Relations and Diplomacy - Hans Seidel Stiftung (2015)
- Elected President in the OSB organization (2012)
- Special Diploma in training courses for young political worker- International
- Special Diploma for active participation at the summer school organized by the
Department For Romanians Abroad, Romanian Government (2012)

PERSONAL DETAILS

DRIVING LICENSE: Category B

LANGUAGES: Romanian (native), English (fluent), Russian (fluent)

INTERESTS AND ACTIVITIES: Politics, Reading, Socializing, Traveling, Sports.