

CV:

Name:	Natalia Lungu
Position for this Assignment:	Digital Group Head
Nationality:	Moldova
Language Skills:	Romanian – native Russian – fluent English - fluent
Educational and other Qualifications	University degree diploma (Technical University of Moldova, licensed in computer science, modern computer science and applied languages) Mini MBA (Alpha Academy, faculty of practical high education, Marketing Design)

Employment Record: [Insert details of as many other appropriate records as necessary]

From [Year]: 2018 To [Year]: present

Employer: PRIOR MEDIA/WAVEMAKER Moldova

Positions held: Digital Senior Group Head

From [Year]: 2016 To [Year]: 2018

Employer: PRIOR MEDIA/WAVEMAKER Moldova

Positions held: Media Group Head (Digital)

From [Year]: 2009 To [Year]: 2016

Employer: PRIOR MEDIA

Positions held: Senior Media Planner (Non-TV)

From [Year]: 2007 To [Year]: 2009

Employer: Initiative Media

Positions held: Media Planner

Relevant Experience (From most recent; Among the assignments in which the staff has been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks listed under the TOR) [Insert details of as many other appropriate assignments as necessary]		
Period: From - To	Name of project/organization:	Job Title, main project features, and Activities undertaken
Aug 2018 – Jan 2019	European Delegation in Moldova, Visibility and communication for actions relating to AA/DCFTA implementation in the framework of EU-funded assistance programmes - Public Awareness-raising Campaign “CREATED IN MOLDOVA – APPRECIATED WORLDWIDE”	Digital Group Head (on PRIOR MEDIA side), coordination of Project’s all on-line materials and presence, development of digital media strategy and tactical plans for Google, YouTube, Facebook, Instagram, Odnoklassniki, local web site, digital PR and digital reporting.
Feb 2019 – Jun 2019	European Delegation in Moldova, Visibility and communication for actions relating to AA/DCFTA implementation in the framework of EU-funded assistance programmes - Public Awareness-raising Campaign “In the EU, in the RM: towards the same quality, safety and choice!”	Digital Group Head (on PRIOR MEDIA side), coordination of Project’s all on-line materials and presence, development of digital media strategy and tactical plans for Google, YouTube, Facebook, Instagram, Odnoklassniki, local web site, digital PR and digital reporting.
Dec 2015 – May 2016	USAID Business Regulatory, Investment, and Trade Environment (BRITE) Project/Chemonics	Digital planning of the multimedia campaign Update Moldova, including Google/YouTube and management of the Social Media networks and local news portals to promote the reform agenda in Moldova.

References (minimum 3)	(Name/Title/Organization/Contact Information – Phone; Email) Ms. Raluca Costache / Team Leader / EU Project “Visibility and communication for actions relating to Association Agreement/Deep and Comprehensive Free Trade Agreement implementation in the framework of EU-funded assistance programmes” / Tel.: +373 79 058 022 / Raluca.Costache@pginternational.com
	Mr. Chris McLean / Communications and Marketing Expert / EU-funded Project „Visibility and Communication for AA/DCFTA“ / Tel. +373 (0)79 065 301, Skype: chrismclean / chris.mclean@weglobal.org
	Ms. Lisa Gihring / President / Field Glass Communications / In USA: +1 202-549-0669, In Moldova: +373 (0) 78-703-031 / LGihring@chemonics.com