

14.07.2025

### Recommendation Letter

In the fast-paced world of development communication, it's rare to come across a team that combines strategic thinking, creative edge, and operational discipline as seamlessly as PProfile Agency does.

During my time at the European Bank for Reconstruction and Development (EBRD), I was fortunate to witness PProfile's contribution to several public communication efforts in Moldova. While many agencies promise innovation and clarity, PProfile delivers both—along with a deep understanding of institutional requirements and public sensibilities.

Over the last two years, they have been involved in awareness campaigns and digital outreach efforts supporting topics ranging from infrastructure development to citizen engagement. What sets them apart is not just their technical execution, but their ability to translate complex objectives into human, accessible content. Their social media strategies are not generic—they're tailored, data-driven, and culturally aware.

Whether working under pressure, navigating multilingual environments, or building bridges between institutions and communities, PProfile has demonstrated a mature and nuanced approach to communication.

If you're looking for a team that works with purpose, clarity, and integrity, I would wholeheartedly recommend PProfile Agency.

Warm regards,

Alexandra Sian  
Former Analyst  
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