

CURRICULUM VITAE

Family name: Furtuna
First names: Iana
Date of birth: 05/05/1991
Nationality: Romanian and Moldovan
Education:

Institution, [Date from - Date to]	Degree(s) or Diploma(s) obtained:
<ul style="list-style-type: none"> ● Ministry of Finance of the Republic of Moldova, "Public Finance School for Journalists" course, March–May 2024 ● "Gender equality in the labor market", training course certificate, Educational Game for Youth, with the support of UN Women and Sweden, 2021 ● ATIC and UN Women, Course within the "National IT Training Program for Girls and Women", September 15 – December 25, 2020 	Certificate on training completion: <ul style="list-style-type: none"> ● "Certificate of participation" (8 lessons) ● Certificate of participation ● Certificate of participation "Digital Skills" (57h)
State University, Republic of Moldova, MSc Communications Sciences. September 2012 – June 2014.	Certificate of graduation
State University, Republic of Moldova,	BSc Journalism and Communication Sciences

Language skills: Indicate competence on a scale of 1 to 5 (1 – excellent; 5 - basic)

Language	Reading	Speaking	Writing
Romanian	Mother tongue		
English	1	1	1
Russian	2	2	2
French	4	4	4

Other skills: Project coordinator with a solid background in leading teams, streamlining workflows, and building strong media partnerships. Brings a strategic mindset to negotiation processes and excels in delivering results under pressure. Adept at using digital tools for project tracking, communication, and content management.

Present positions: Senior Project & Media Manager @QUBO Communications, Media relations expert, Project manager for several communication projects:

- "Policy Advisory Fund," funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by the German Development Cooperation Agency GIZ Moldova, information campaign promoting diaspora-focused programs;
- Awareness campaign to encourage the submission of petitions to the State Labour Inspectorate regarding undeclared work, implemented by International Labor Organization;
- Strategic event with the support of the project "Strong Businesses and Communities for Moldova", funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and the Government of Switzerland, and implemented by GIZ Moldova, Moldova Electronics Forum

Key qualifications: (Relevant to the project tasks)

- **9 years' experience of work in PR sector** – an experienced Project Manager with a background in journalism and media, and a strong focus on coordinating communication and media-related initiatives. I hold a Bachelor's degree in Journalism and Communication and a Master's in Media Management. In my previous role, I was responsible for media relations and content strategies for QUBO clients. With over 9 years of experience in content creation, video production, and public relations, I've developed the ability to lead projects from concept to completion, manage cross-functional teams, and deliver high-quality results under pressure. My expertise includes managing media relations, developing effective communication strategies, and crafting compelling narratives that capture media attention. I have achieved significant results in increasing brand visibility and strengthening relationships with journalists, leading to extensive coverage and enhanced engagement across various media platforms.

- **Previous experience in mass media and media relations** - My extensive experience in TV journalism has sharpened my ability to write clearly and conduct thorough research, ensuring the production of valuable, well-crafted texts. As a copywriter in the Information Technology industry, I have developed and managed media campaigns in sectors such as Fintech, AgTech, MedTech, EdTech, and STEM disciplines, while continually enhancing my digital skills and capabilities. Additionally, I have led several institutional campaigns as a Project Manager, working with key organizations including CNAM, the Ministry of Labour and Social Protection, the State Chancellery, and the Ministry of Finance. These experiences have allowed me to successfully coordinate large-scale projects, manage stakeholder communication, and ensure that institutional messages are effectively communicated to the public.
- **Recognized for strong media partnerships and excellent relationships with the press in the Republic of Moldova** – I have successfully coordinated and publicized communication campaigns, with the press producing dozens of reports and actively promoting the events I managed. My close collaboration with journalists and media outlets has resulted in extensive coverage, ensuring visibility and impactful communication for institutional initiatives. This ongoing partnership has significantly enhanced the reach and effectiveness of the campaigns, contributing to a deeper public engagement and increased institutional credibility. Furthermore, I have consistently built and nurtured media relationships that have facilitated positive media attention and long-lasting partnerships in the region.
- **Proven Capacity and extensive experience in:**
 - **Planning and implementing communication campaigns** for national and international partners such as WHO, USAID MISRA, GIZ, the State Chancellery, the Diaspora Relations Bureau, ILO, Skat.
 - **Project and event management**, with clear communication skills and coordination of all processes with internal teams and clients.
 - **Coordination, organization, and effective communication skills**, with the ability to manage complex and multiple projects in a dynamic environment with tight deadlines. I adopt a solution-oriented approach, focused on client needs, and I am flexible in quickly adapting to changing priorities.

International and national development projects experience

Country	Date from – Date to	Projects	Description
Moldova	October – december 2022	The international conference “ Moldova Turns White: Solutions to Encourage the Transition to Legal Employment ”, The Ministry of Labour and Social Protection and the Independent Analytical Center “Expert-Grup”, with the support of the Soros Foundation Moldova	<p>Role in the project: Media relations manager</p> <p>Key responsibilities:</p> <ul style="list-style-type: none"> - Media Engagement & Briefing Coordination: Facilitated high-level media coverage before, during, and after the international conference “<i>Moldova Turns White</i>”, ensuring accurate and impactful messaging across national and international outlets. - Press Materials Development: Drafted and disseminated press releases, media advisories, speeches, and background notes contextualizing the issue of undeclared work and the policy solutions discussed at the conference. - Stakeholder Communication Support: Acted as liaison between communication teams, government institutions, and journalists to ensure consistent narrative framing and real-time response to media inquiries. - Panel & Keynote Media Preparation: Coordinated talking points, media kits, and visual materials for panelists, including government officials and international experts, to facilitate clear and compelling public messaging. - Event Media Coverage Oversight: Supervised on-site press logistics, coordinated media attendance, and enabled live

			<p>reporting of interventions by President Maia Sandu and other high-level participants.</p> <ul style="list-style-type: none"> - Monitoring & Impact Assessment: Tracked media coverage across platforms, assessed reach and sentiment, and compiled comprehensive reports highlighting public visibility and narrative alignment. <p><i>Budget: 6K USD</i></p> <p><i>Contact person: Corina Ajder, Advisor in the Prim-Minister Cabinet, corina.ajder@gmail.com</i></p>
Moldova	november 2022 - march 2023	National campaign aimed at raising public awareness about the concept of criminal assets recovery and strengthening the institutional visibility of ARBI (CARA within the National Anticorruption Center)	<p>Role in the project: Media Manager</p> <p>Key responsibilities:</p> <ul style="list-style-type: none"> - Led the coordination of interviews for a five-episode video series featuring ARBI representatives, overseeing the editorial planning, interview structure, filming logistics, and promotion across online platforms. - Prepared and disseminated press releases, feature articles, and informational materials, ensuring consistency of messaging and alignment with the campaign's tone and visual identity. - Managed and nurtured media relations with key national outlets across television, radio, print, and digital platforms, facilitating a strong and credible media presence throughout the campaign. - Planned, coordinated, and facilitated media engagements, including interviews, press briefings, and guest appearances in mainstream media shows, ensuring effective spokesperson preparation and message delivery. - Monitored press coverage and public response, producing detailed media impact reports and insights for stakeholders, with recommendations for optimizing communication efforts in real time. <p><i>Budget: 35K USD</i></p> <p><i>Contact person: Natalia Camburian, former Director, Good Governance Department, Soros Foundation Moldova, natalia@camburian.com</i></p>
Moldova	June – August, 2023	"Communication campaign: Diaspora Days in the Republic of Moldova" German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by the German Development Cooperation Agency GIZ Moldova	<p>Role in the project: Project Manager,</p> <p>Key responsibilities:</p> <ul style="list-style-type: none"> - Coordination of the intensive promotion strategy on social media platforms, in collaboration with the communication team, to ensure maximum visibility for the event. - Identification and development of relevant communication topics for both local PR campaigns and social media promotion efforts. - Supervision and management of the production process for video invitations addressed to Moldovans in the diaspora, aimed at enhancing event promotion. - Collaboration with organizing and design teams in the development of visually engaging materials for digital and local media promotion.

			<ul style="list-style-type: none"> - Facilitation of direct interaction with diaspora participants through online Q&A sessions, encouraging engagement and providing real-time responses to inquiries. - Monitoring and evaluation of communication campaign impact in real time, with strategy adjustments based on feedback and online interaction to optimize results. <p>Budget: 13k USD</p> <p>Contact person: <i>Sergiu Porcescu, Project Manager, German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by the German Development Cooperation Agency GIZ Moldova, sergiu.porcescu@giz.de</i></p>
Moldova	March 2025 - present	<i>Awareness campaign to encourage the submission of petitions to the State Labour Inspectorate regarding undeclared work, implemented by International Labor Organization</i>	<p>Role in the project: Project manager</p> <ul style="list-style-type: none"> - Led the development of the campaign's core message and overarching narrative, ensuring alignment with communication goals and audience profiles. - Designed the visual concept of the campaign in close collaboration with creative teams to ensure consistency across all promotional materials. - Coordinated the creation of a dedicated landing page for the campaign, serving both informative and interactive purposes tailored to the target audience. - Developed and implemented the social media communication strategy, including the regular publishing of relevant content (text, graphics, videos). - Supervised the production of informational and motivational video content, such as promo spots and testimonials, for both online and offline promotion. - Organized the official launch event of the campaign, attended by government officials, civil society representatives, and media outlets. - Drafted and distributed press releases to national journalists and newsrooms, ensuring accurate media coverage of key campaign messages. - Developed and managed a Google Ads promotion campaign, with targeted keywords and audience segmentation. - Coordinated a nationwide radio campaign, including the broadcast of campaign spots and messages during prime-time intervals. - Collaborated closely with institutional partners and technical teams to align all promotional content with the campaign's visual identity. - Monitored real-time results and adapted content and strategy dynamically to maximize engagement and campaign impact. <p>Budget: 37k USD</p> <p>Contact person: <i>Violeta Vrabie, project manager ILO, vrabie@ilo.org</i></p>

General professional experience:

Date from – Date to	Location	Company & reference person (name & contact details)	Position	Description
March-2020 present	Chisinau, Moldova	QUBO Communications	Senior Project & Media Manager	<ul style="list-style-type: none"> - Lead and oversee the execution of communication projects from concept to completion, ensuring alignment with client objectives and timely delivery.

				<ul style="list-style-type: none"> - Manage multiple projects simultaneously, coordinating internal teams and external partners to meet deadlines and maintain high-quality standards. - Develop and implement project plans, monitor progress, and resolve any issues that arise during the project lifecycle. - Ensure all project deliverables meet client specifications, adjusting strategies when necessary to optimize outcomes. - Manage media relations, ensuring the accurate and strategic promotion of QUBO clients' messages across various platforms. - Cultivate strong relationships with key journalists, media outlets, and influencers to maximize coverage and promote brand visibility. - Monitor media coverage and analyze the effectiveness of campaigns, providing recommendations for future media strategies. - Coordinate media outreach efforts, including press conferences, interviews, and news releases, to engage with target audiences effectively.
February 2013– December 2015	Chisinau, Moldova	Publika TV Reference person: Elena Cucu	Redactor newsdesk	<ul style="list-style-type: none"> - Monitor TV shows and write informative materials for television broadcasting: Oversee relevant TV programs, analyze topics, and write high-quality, informative materials for broadcasting, ensuring accuracy and relevance. - Write news and reports for TV news magazines: Create well-researched news articles and reports for TV news segments, ensuring they meet journalistic standards and are engaging for the audience. - Monitor press conferences, briefings, and events, and write materials for TV broadcasting: Attend and monitor press conferences and events, writing concise and clear materials for immediate broadcast, ensuring timely and relevant coverage. - Collaborate with producers, editors, and video teams: Work closely with production teams, editors, and video professionals to develop and refine broadcast materials, ensuring quality and alignment with the TV channel's requirements.
July 2012 – January 2013	Chisinau, Moldova	Acord Travel LTD <u>Reference person:</u> Lucian Cioroianu Contact details: Lucian.cioroianu@orange.com	PR manager	<ul style="list-style-type: none"> - Develop engaging and informative content tailored to the brand's voice and audience, ensuring alignment with marketing objectives and enhancing the user experience across digital platforms. - Oversee and curate content for multiple social media accounts, ensuring timely and relevant posts, community engagement, and alignment with the brand's digital marketing strategy. - Track, measure, and report on the effectiveness of social media campaigns using analytics tools, adjusting strategies to optimize engagement, reach, and conversions based on real-time data. - Craft well-researched and compelling written content, including articles, interviews, blog posts, and newsletters, tailored to the client's objectives and target audience. - Plan, execute, and oversee various events, ensuring seamless coordination between teams, stakeholders, and vendors, while maintaining

				<p>attention to detail and adhering to timelines and budgets.</p> <ul style="list-style-type: none">- Work closely with creative teams, including photographers and videographers, to produce high-quality visual content that complements written materials, ensuring consistent messaging across all platforms. Additionally, collaborate with branch managers to align project objectives and deliverables.
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