

## CURRICULUM VITAE (CV)

<b>Position Title and No.</b>	Copywriter & Digital Media consultant
<b>Name of Expert:</b>	Dina Ivanov
<b>Date of Birth:</b>	24/02/1987
<b>Country of Citizenship/Residence</b>	Republic of Moldova

### Education

<b>Name of institution</b>	<b>Degree/Diploma</b>	<b>Date of obtainment</b>
" Free International University of Moldova	BSc International Relations	<b>2006 -2009</b>
School of Advanced Studies in Journalism, Independent Center of Journalism, Moldova,	Certificate of graduation	September 2009 – June 2010

### Employment record relevant to the assignment

<b>Period</b>	<b>Employing organization and your title/position. Contact info for references</b>	<b>Country</b>	<b>Summary of activities performed relevant to the Assignment</b>
<b>2017-present</b>	<b>QUBO Communications Development Director, Partner</b>	Republic of Moldova	Seek out new business opportunities Build solid relationships with customers and marketing teams to increase brand awareness and recognition for clients Integrate marketing, operations and financial knowledge to achieve organizational goals Direct marketing efforts and strategies to reinforce the brand position and response in crisis communication
<b>2013 – 2017</b>	<b>Orange Group, “Orange Moldova” SA, Communication and PR Projects team leader expert/ PR and Corporate Social Responsibility Projects Coordinator</b>	Republic of Moldova	Planned, developed and implemented PR strategies and communication plans Liaised with colleagues and key spokespeople in answering inquiries from media, individuals and other organizations Prepared and supervised the production of brochures, promotional materials Responsible for videos, photographs, video and multimedia communication programs Managed company's relations with external stakeholders on issues related to social responsibility
<b>2010-2013</b>	<b>Prime TV &amp; ProTV Chişinău News reporter</b>	Republic of Moldova	Generated stories and features ideas; followed leads from law enforcement agencies, public events and press conferences

			<p>Researched and collected evidence to support stories and features</p> <p>Wrote scripts for headlines and bulletins and prepared news reports</p>
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### Language Skills

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

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

### Adequacy for the Assignment

Detailed Tasks Assigned:

- development of content for the printed and digital versions of the book
- conducting interviews and drafting brand stories in English
- writing of landing page texts and support for the management of the content
- assistance in developing content for the digital campaign

### Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks

Detailed Tasks Assigned on Consultant's Team of Experts:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
<ul style="list-style-type: none"> <li>• development of content for the printed and digital versions of the book</li> <li>• conducting interviews and drafting brand stories in English</li> <li>• writing of landing page texts and support for the management of the content</li> <li>• assistance in developing content for the digital campaign</li> </ul>	<p><b>Name of assignment or project: Communication campaign: EPC Summit - European Political Summit, co-funded by EU</b></p> <p><b>Location:</b> Chisinau</p> <p><b>Positions held:</b> Media relations Team Leader</p> <p><b>Activities performed:</b></p> <ul style="list-style-type: none"> <li>• Planned, and executed all media relations activities</li> <li>• Acted as the main editorial advisor, shaping media narratives and aligning coverage with strategic communication goals.</li> <li>• Identified timely and relevant storylines, and pitched news angles to national and international media outlets</li> </ul> <p><b>Name of assignment or project: USAID Tekwill Project: Yearly subscription for communication services, USAID and Sweden funded project, December 2018 – June 2023</b></p> <p><b>Location:</b> Chisinau</p> <p><b>Positions held:</b> Team Leader</p> <p><b>Activities performed:</b></p> <ul style="list-style-type: none"> <li>• Led the development and execution of a multi-annual strategic communication plan aligned with Tekwill's mission in innovation, entrepreneurship, and digital transformation.</li> <li>• Provided ongoing consultancy to project leadership, offering strategic guidance on messaging, public positioning, and risk-sensitive communications.</li> </ul>

	<ul style="list-style-type: none"> <li>• Developed and implemented strategic communication components including internal communication workflows, crisis-response protocols, and executive media coaching.</li> <li>• Oversaw high-level messaging and campaign framing for major public initiatives and institutional milestones.</li> </ul> <p><b>Name of assignment or project: EU4Moldova: Startup City Cahul, EU &amp; Sweden-funded project, December 2021– April 2023</b>  <b>Location:</b> Chisinau  <b>Positions held:</b> Strategic communication and media relations manager  <b>Activities performed:</b></p> <ul style="list-style-type: none"> <li>• Led national and regional media relations across online, broadcast, and print platforms, ensuring high-quality, consistent visibility.</li> <li>• Provided crisis communication support through the development of reactive messaging</li> <li>• Delivered a wide array of copywriting services</li> </ul> <p><b>Name of assignment or project: Communication strategies - Strengthening the rule of law &amp; anti-corruption mechanism to the Republic of Moldova, co-funded by EU, implemented by GIZ</b>  <b>Location:</b> Chisinau  <b>Positions held:</b> Team Leader  <b>Activities performed:</b></p> <ul style="list-style-type: none"> <li>• Implemented strategic communication plans</li> <li>• Developed narrative frameworks and key messages aligned with EU values and Moldova's reform agenda, ensuring coherence across all project components.</li> </ul>
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**Expert's contact information:** dina.ivanov@qubo.md (+373) 69108181

**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.

Dina Ivanov

04/05/2025

Name of Expert

Signature

Date

04/05/2025

Name of authorized  
Representative of the Consultant

Signature

Date