



ANA VACARCIUC

vacarciuc.anamarcel@gmail.com | +373 68812040 | Chisinau, Moldova

Dynamic professional with experience in event management and brand activation.
Leading teams and designing creative solutions for high-impact experiences.

Citizenships: Moldova; Romania (European Union)

English, Russian, & Romanian - fluent

French - good understanding, some speaking

WORK EXPERIENCE

Event Manager at Berlizzo Events (Oct 2025 - Present); Chisinau, Moldova

- End-to-end management of large-scale corporate events, brand activations, festivals, and live concerts. Successfully completed over 20 large-scale projects, of which 8 awarded tenders.
- Led tender submissions and concept proposals, including budgeting and pricing strategies to secure project profitability.
- Identified client needs and expectations to develop selling event concepts, such as theme, program outline, and experiential elements to drive brand awareness or guest engagement.
- Coordinated on-site execution, including internal teams and external suppliers, such as technical, creative, artists, and catering to deliver events safely and on time in high-pressure environments. Experience in coordinating with local authorities.

Event Planner at PandaTur (Feb 2024 - Jul 2024); Chisinau, Moldova

- Planned and executed internal workshops, team-building activities, and large-scale conferences with up to 350 participants, as well as collaborative events with partners, sponsors, and other entities, including open-air and corporate settings.
- Directed event strategy, budgeting, and logistics, including venue selection, travel arrangements, and accommodations, to deliver high-impact experiences, expand company reach, strengthen partnerships, and enhance brand visibility.

Air Travel Consultant at Business Class Travel Agency (Sep 2023 - Jan 2024); Chisinau, Moldova

- Delivering customized travel solutions for business and first-class clients across the US and European markets. Independently managed pricing, budgeting, and itinerary planning to provide seamless and precisely planned, personal travel solutions.

Sales Travel Agent at Dyninno Group (Sep 2022 - Apr 2023); Chisinau, Moldova

- Arranging first-class and business-class travel, offering personalized recommendations to high-profile clients. Utilized CRM systems to manage client interactions efficiently, leading to a 30% increase in repeat bookings and maintaining exceptional customer satisfaction.

Public Relations Assistant at Viorica Cosmetics (Mar 2022 - May 2022); Chisinau, Moldova

- PR Assistant within the marketing department of Viorica Cosmetics, a leading regional manufacturer and retailer. Building a positive brand image through strategic media relations, event planning, digital content creation, and administrative support.

EDUCATION

Bachelor of Business and Administration (2020-2023). Academy of Economic Studies of Moldova

Strategic and organizational management, financial analysis and accounting, operational risks, marketing, and human resources. Equipped with essential business and analytical skills for effective decision-making and organizational success.

SKILLS

Valid Driving License (B)

Social Media Management and Brand Advertising

Event Management and Presentation Skills

Excel (advanced level) and Microsoft Office Suite

CRM and Bitrix24 (Customer Relationship Management Software)