



# ANA VACARCIUC

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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)