



## EUGEN BOICO

Design and Communications Professional  
Chisinau, Moldova

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DATE OF BIRTH:  
Dec 20, 1977

PLACE OF BIRTH:  
Ialoveni, Moldova

NATIONALITY:  
Moldovan, Romanian

### EDUCATION:

**2022 – 2023**  
**Future London Academy,**  
London, UK

Design Leader Executive Program  
Profile: Designing organisations  
and products for the future

**2001 – 2003**  
**Advertising High School,**  
Moscow, Russia

Advertising Management Department  
Profile: Management and  
development of creative assets

**1996 – 2000**  
**Academy of Economic Studies,**  
Chisinau, Moldova

Marketing Department  
Profile: Marketing in the services'  
sector

### INTERESTS:

Sound design and music production,  
generative visual arts, modern art  
and popular science.

### WORK EXPERIENCE:

**2007 – present**  
**Publicis Moldova / NRG Media SRL**  
Chisinau, Moldova  
**Founder & General Director**

Provides creative and strategic support to major brands  
in Moldova and beyond delivering best in class strategy,  
communications, advertising, branding and events.  
Among many projects, contributed to the creation  
and growth of Wine of Moldova, as well as designed  
and launched the "Tree of Life" Country Brand.

**2006 – 2007**  
**Orange Moldova SA**  
Chisinau, Moldova  
**Brand and Communication Manager**

Managed the Orange rebrand communication,  
events and branding.  
Built 97%+ awareness for the Orange brand  
in 2 months after launch.  
Positioned Orange as the brand of choice on the  
local mobile market within 2 months after launch.

**2003 – 2006**  
**VOXTEL SA**  
Chisinau, Moldova  
**Marketing Manager**

Developed and launched 15+ integrated marketing campaigns.  
Brought VOXTEL to nr. 1 preferred brand in the country and  
won the national Grand Prix for the best creative campaign  
in 2006. Increased VOXTEL market share by 8%+

**2001 – 2003**  
**VOXTEL SA**  
Chisinau, Moldova  
**Advertising manager**

Developed and launched 15+ national communication  
campaigns. Managed international creative and production  
agencies. Brought VOXTEL brand awareness to 96%+

**1998 – 2001**  
**VOXTEL SA**  
Chisinau, Moldova  
**Merchandising leader**

Brought consistency to the presence of VOXTEL brand  
in its own & dealer shops.

**1996 – 1998**  
**State Patent Office (AGEPI)**  
Chisinau, Moldova  
**Trademark Expert**

Provided expertise in the process of international trademarks'  
registration in Moldova.