

CURRICULUM VITAE

Family name: Gălescu
First names: Mariana
Date of birth: 02/06/1982
Nationality: Romanian and Moldovan

Education:

Institution, [Date from - Date to]	Degree(s) or Diploma(s) obtained:
<ul style="list-style-type: none"> Project management course provided by the COR Creative Industries Associations in Moldova. Trainer: Angela Sirbu, PMO, Scaled Agile, PMO Global Awards Judge, Trainer, Mentor, February – May 2025 Institute of Marketing from Bucharest internationally certificated through Oxford College of Marketing and Chartered Institute of Marketing (CIM), February 2023 	Certificate on training completion
Free International University of Moldova, Business Administration. 2009-2012	<ul style="list-style-type: none"> Bachelor's degree
State University of Moldova, IRIM, International Relations. 2000-2004	<ul style="list-style-type: none"> Certificate of Graduation

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	1	1	1
French	2	2	2
Italian	4	4	4

Creative PR specialist, copywriter and video production manager. Education and training in the country and abroad, as well as working in international companies have redefined my style, giving it clarity and depth. With over 15 years of significant and progressive experience in media, marketing and PR, journalism, copywriting, television and video production, I'm always looking for the perfect wording and visual formula that ideally plays the thought and correctly conveys the message. In my position within QUBO Communications I perform a wide variety of activities, including developing creative concepts, copywriting and content writing, handling promotional campaigns, writing scripts, video production, editing and translating copy, working with social media, training junior copywriters. A rich journalism experience in print and TV media has enhanced and educated my ability to research, to analyze information, to formulate thoughts clearly and precisely, which proved to be of great value in the communications field. My professional pathway and my passion for languages have fostered an outstanding level of expertise within the communication industry and excellent linguistic skills.

Present positions: Creative Director, Partner @QUBO Communications

Key qualifications: (Relevant to the project tasks)

- **Creative Content Strategist with 15+ years of experience**

With a strong background in marketing and many years of experience as a Creative Director, I specialize in transforming ideas into impactful, cross-platform campaigns. I generate and elevate creative concepts, lead dynamic brainstorming sessions, and supervise end-to-end content production – from copywriting to design, video, and digital strategy. I have successfully led and mentored creative teams, overseeing collaboration between copywriters, designers, developers, and video producers to deliver compelling and cohesive brand stories. Fluent in Romanian, Russian, and English, I write, edit, and translate content with cultural precision and strategic clarity. My expertise also extends to social media management and ad campaign creation, where I blend creative thinking with analytical insights to engage audiences and drive results. I regularly

conduct trainings in copywriting and digital communication, helping teams sharpen their skills and produce high-impact content.

Whether it's conceptualizing PR campaigns, producing engaging advertising assets, or leading innovative content projects, I bring a results-driven approach grounded in creativity, leadership, and strategic marketing expertise.

- **Senior Communications & PR Specialist**

I have a solid track record in developing and implementing communication strategies, establishing long-term media relations, and coordinating PR efforts at both national and EU levels. My work includes writing press releases, print copy, policy drafts, and managing complex advocacy campaigns with measurable results. In addition to content creation, I've successfully organized high-profile events, developed internal communications procedures, and acted as a reliable bridge between stakeholders, media, and institutions. I combine creativity with strategic focus, delivering communication initiatives that support organizational goals and enhance public impact.

- **Proven Capacity and extensive experience in:**

- **Copywriting and Content Leadership** – with over 15 years of experience, I bring a proven capacity to craft compelling content strategies and lead complex projects from concept to completion. My creative and unconventional mindset, combined with superior writing and copywriting abilities, allows me to deliver content that not only engages but drives meaningful results.
- **Multilingual Communication** – fluent in English, French, and Russian, I excel in multilingual environments, adapting messages to resonate across diverse cultures and markets. My background includes strong critical and analytical thinking, which supports data-driven decisions and strategic planning in content development.
- **Team management and leadership skills**, guiding creative teams with clarity, motivation, and a focus on excellence. My excellent communication skills have consistently facilitated collaboration across departments and international teams. Driven by insight, creativity, and results, I specialize in bringing brand stories to life with authenticity and impact.

International and national development projects experience

Country	Date from – Date to	Projects	Description
Moldova	May-June, 2023	<p>European Political Community Summit (EPC)</p> <p>Client: Presidency of the Republic of Moldova</p>	<p>Role in the project: Creative Director and Coordinator, Key Expert 2</p> <p>Key responsibilities:</p> <ul style="list-style-type: none"> - Developed and led the overall communication and creative strategy for the EPC Summit – defined the messaging framework, tone of voice, and visual identity across all materials, ensuring coherence and impact at both national and EU levels. Aligned content with institutional guidelines and diplomatic sensitivity. - Supervised multilingual content production and creative deliverables – coordinated a cross-functional team (copywriting, design, video, social media) to produce speeches, press kits, branded visuals, and multimedia content in English, Romanian, and Russian. - Managed media relations and press coordination – drafted and edited press releases and talking points, and ensured real-time information flow during the Summit.

			<ul style="list-style-type: none"> - Led the digital communication and live event coverage – oversaw the planning and execution of the social media strategy, including live updates, video coverage, and visual storytelling across platforms. Ensured timely, accurate, and engaging content during key Summit moments. <p>Reference person: Olga Roșca, Adviser for Foreign Affairs and Communication, Presidency of the Republic of Moldova, email: orosca@prm.md</p>
Moldova	March 2025 – May 2025	<p>Moldova Startup Summit</p> <p>Co-funded by EU</p>	<p>Role in the project: Creative Director and Coordinator, Key Expert 2</p> <p>Key responsibilities:</p> <ul style="list-style-type: none"> - Designed and led the creative communication strategy for the Summit – developed the overall messaging, branding, and visual identity to position the event as a key platform for innovation and entrepreneurship in the region. Ensured alignment with EU co-funding visibility guidelines. - Produced high-impact video and digital content - coordinated the end-to-end production of promotional videos, speaker features, and startup spotlights. Supervised scripting, filming, and editing to capture the energy and vision of the event. - Collaborated with stakeholders, startups, and institutional partners – liaised with EU representatives, startup founders, and government officials to coordinate communication efforts and spotlight key messages related to innovation, funding opportunities, and ecosystem development. <p>Reference person: Olga Melniciuc, CEO of Startup Moldova Foundation, ceo@startuvmoldova.digital</p>
Moldova	February-March, 2025	<p>Communication campaign about myths related to In Vitro Fertilization (IVF)</p> <p>Medpark International Hospital</p>	<p>Role in the project: Creative Director and Coordinator, Key Expert 2</p> <p>Key responsibilities:</p> <ul style="list-style-type: none"> - Led the production of educational video content – oversaw concept development, scripting, filming, and post-production of short videos addressing common IVF misconceptions. Collaborated with medical experts, directors, and editors to ensure clarity, sensitivity, and impact. - Collaborated with medical experts and stakeholders – worked closely with fertility specialists, and the institution to validate messaging, ensuring credibility and alignment with medical guidelines and patient advocacy goals. - Managed digital distribution and public engagement. Worked with healthcare professionals and advocacy groups to validate content, then monitored performance. <p>Reference person: Elena Iovu, Marketing Manager, email: elena.iovu@medpark.md</p>

General professional experience:

Date from – Date to	Location	Company & reference person (name & contact details)	Position	Description
2017 - present	Chisinau, Moldova	QUBO Communications	<i>Creative Director</i>	<ul style="list-style-type: none"> - Generate and improve provided creative ideas and concepts - Lead and supervise the copywriting activities - Conduct creative brainstorming session with the team - Brief, supervise and work closely with copywriting, design, IT and video team to produce compelling deliverables - Write, edit and translate copy in Romanian, Russian and English - Guide and train the team in writing, copywriting and video production - Conceptualize and produce creative PR, advertising and social video materials - Social media management and social media ad campaigns setting - Conduct copywriting and social media management trainings
2014 - 2017	Chisinau, Moldova	"Proimage" Agency	<i>PR Specialist & Copywriter</i>	<ul style="list-style-type: none"> - Provide creative ideas and concepts - Research extensively the briefed topics - Write, edit and translate copy in Romanian, Russian and English
2011 - 2017	Chisinau, Moldova	Nondiscrimination Coalition	<i>Communications Coordinator</i>	<ul style="list-style-type: none"> - Establish and maintain effective media relations - Implement the communication strategy - Write PR materials, print copy, policy drafts - Carry out national and EU-level advocacy campaigns - Organize events - Formulate communications procedures
2014 - 2015	Chisinau, Moldova	Prime TV, General Media Group	<i>Senior TV Editor</i>	<ul style="list-style-type: none"> - Manage the morning show newsroom - Edit news and reportages, plan, suggest and approve stories - Improve style, structure, formatting and accuracy of reports - Train and teach reporters
2011-2014	Chisinau, Moldova	Program Production Department, Jurnal TV	<i>Senior TV Editor</i>	<ul style="list-style-type: none"> - Edit news and programs in the Production Department - Approve and suggest stories - Improve style, structure, formatting and accuracy of reports - Make special reportages for the "Ministerul Adevarului" show -
2010 – 2011	Chisinau, Moldova	"Rolsimedia" Agency	<i>PR & Marketing Manager</i>	<ul style="list-style-type: none"> - Generate ideas for clients' brands and campaigns - Write press release and articles, prepare promotional materials

				<ul style="list-style-type: none"> - Maintain company's website, intranet and social media accounts -
2005-2010	Chisinau, Moldova	"Best Jobs" SRL, subsidiary of "Neogen" SA –	<i>Digital Marketing Coordinator</i>	<ul style="list-style-type: none"> - Research markets, identify and evaluate trends - Implement communications and marketing strategies - Manage marketing activities across 4 countries: Romania, Moldova, Bulgaria, Serbia - Supervise international staff of 10
2001-2005	Chisinau, Moldova	Various newspapers and magazines, Chisinau	<i>Reporter, contributor</i>	<ul style="list-style-type: none"> - Report and write articles on social, economic, and youth topics