

## CURRICULUM VITAE (CV)

|  |  |
|--|--|
| <b>Position Title and No.:</b>           | Copywriter & Digital Creative Consultant |
| <b>Name of Expert:</b>                   | Mariana Gălescu                          |
| <b>Date of Birth:</b>                    | 02/06/1982                               |
| <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 | Bachelor's in Business Administration | 2009 – 2012               |
| State University of Moldova (IRIM)       | Graduate in International Relations   | 2000 – 2004               |

### Employment record relevant to the assignment:

| <b>Period</b>  | <b>Employing organization and position. Contact info for references</b>      | <b>Country</b> | <b>Summary of activities performed relevant to the Assignment</b>  |
|----------------|--|----------------|--|
| 2017 – present | QUBO Communications – Creative Director<br><br>For references: hello@qubo.md | Moldova        | Develop creative concepts and strategic messaging. Lead creative brainstorming sessions, supervise copywriting, design, and video teams. Write, edit and translate copy in Romanian, Russian, and English. Coordinate social media ad campaigns and manage digital presence. Conceptualize and produce creative PR, advertising and social video materials. Lead content development for complex national and international campaigns. |
| 2014 – 2017    | Proimage Agency – PR Specialist & Copywriter                                 | Moldova        | Generated creative ideas. Copywriting and content writing across PR and campaign briefs. Researched extensively the briefed topics. Wrote, edited and translated copy in Romanian, Russian, and English.   |
| 2011 – 2017    | Nondiscrimination Coalition – Communications Coordinator                     | Moldova        | Led media relations and advocacy campaigns (EU/national). Drafted communications strategies and policy documents. Organized national-level events and awareness activities.  |

|             |   |  |  |
|-------------|---|--|--|
| 2014 – 2015 | Prime TV – Senior TV Editor                               | Moldova                                  | Managed the morning show newsroom. Edited news and reportages, plan, suggest and approve stories. Improved style, structure, formatting and accuracy of reports. Trained new reporters.  |
| 2011 – 2014 | Jurnal TV – Senior TV Editor                              | Moldova                                  | Edited news and programs in the Production Department. Approved and suggested stories. Improved style, structure, formatting and accuracy of reports. Made special reportages for the “Ministerul Adevarului” show.                  |
| 2010 – 2011 | Rolsimedia Agency – PR & Marketing Manager                | Moldova                                  | Generated ideas for clients’ branding and campaigns. Wrote press release and articles, prepared promotional materials. Maintained the company’s website, intranet and social media accounts.   |
| 2005 – 2010 | Best Jobs SRL / Neogen SA – Digital Marketing Coordinator | Moldova<br>Romania<br>Bulgaria<br>Serbia | Researched markets, identified and evaluated trends. Implemented communications and marketing strategies. Managed marketing activities across 4 countries: Romania, Moldova, Bulgaria, Serbia. Supervised international staff of 10. |

**Membership in Professional Associations and Publications:**

Member of the Association of PR & Communication Specialists

**Language Skills:**

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

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

**Adequacy for the Assignment:**

| 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>- Analyze and propose a personalized name for the program.</li> <li>- Supervise the development and editing of all communication deliverables.</li> <li>- Lead creative direction and ensure alignment with Invest Moldova branding.</li> <li>- Support in concept development and narrative shaping for promotional activities.</li> </ul> | <p><b>Project: WHO Moldova Communication Campaigns</b><br/> Years: 2020-2025<br/> Role: Creative Director<br/> Activities: Created slogans, messaging, visual concepts, and digital products including <a href="http://www.cumtesimtiazi.md">www.cumtesimtiazi.md</a>, guides, infographics, podcasts, and digital ad campaigns.</p> <p><b>Project: Labour Inspectorate Recruitment &amp; Reform Campaign (ILO)</b><br/> Years: 2022-2025<br/> Role: Creative Director<br/> Activities: Developed campaign concept, mascot, slogan, media and web content, social and digital ad strategy, including <a href="http://www.inspector.md">www.inspector.md</a> and <a href="http://www.lucrezlegal.md">www.lucrezlegal.md</a>.</p> <p><b>Project: Medpark International Hospital Branding and Campaigns</b><br/> Years: 2017-2025<br/> Role: Creative Director<br/> Activities: Led brand restyling and creative work for the institutional image and service lines.</p> <p><b>Project: Heritage International School Communication &amp; Promotion</b><br/> Years: 2017-2025<br/> Role: Creative Director<br/> Activities: Managed full-service strategic and creative communication for the brand and its services.</p> |

**Expert's contact information:**

E-mail: [mariana.galescu@qubo.md](mailto:mariana.galescu@qubo.md) / Phone: (+373) 69 355 122

**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.

Mariana Gălescu

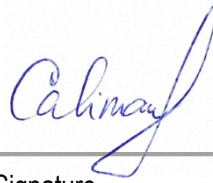
04/06/2025

Name of Expert

Signature

Date

**Irina Caliman**



**04/06/2025**

---

Name of authorized  
Representative of the Consultant

Signature

Date