**CURRICULUM VITAE**

1. **Family name: Zemtsovskaya**
2. **First names: Alexandra**
3. **Nationality: Moldovan**
4. **Civil status: Married**
5. **Education:**

| Institution | Degree(s) or Diploma(s) obtained: |
| --- | --- |
| Lomonosov Moscow State University (Moscow, Russia), Faculty of Journalism 1999 - 2004 | BA - journalism, public relations |

1. **Language skills:** Indicate competence on a scale of 1 to 5 (1 - excellent; 5 - basic)

| Language | Reading | Speaking | Writing |
| --- | --- | --- | --- |
| Romanian | 1 | 1 | 1 |
| English | 1 | 1 | 1 |
| Russian | 1 | 1 | 1 |
| Italian | 3 | 3 | 3 |

1. **Other skills:** - Advanced Computer literacy – MS Office 2000 (MS Word, Excel, PowerPoint), Internet Explorer, Outlook Express, Multimedia software applications
2. **Present position: Founder, Managing Partner PRofile Agency – www.profile.md**
3. **Years within the firm: 17**
4. **Key qualifications:**

Exceptional organizational skills; 17 years of experience in **entire project cycle** from planning until project implementation: event management, media relations, PR, awareness and advertising campaigns, event planning and organization

1. **Specific experience in the region:** Moldova
2. **Professional** **experience:**

| Date | Location | Company | Position | Description |
| --- | --- | --- | --- | --- |
| March 2005 - present | Chisinau/Moldova | PR-agency PROFILE, | Director, Founder | * Agency work organization * Improving workplace functions and production * Preventing workplace conflicts * Delegating the tasks * Control of deadlines and quality of work * Development and implementation of long-term communication strategies * Managing communications projects and events for national and international contractors:   **Project Director:**   * UNDERLAND Wine&Music Festival, * GUSTAR Festival, * Sparkling Night (Cricova), * Must Fest (Cricova), * May Day (Ascony Winery) * More than 70 events organized for commercial brands, governmental and non-profit structures |
| 2002-2005 | Russian Federation, Moscow | Company RUservice | Director of Advertising and Public Relations. | Development and implementation of advertising and PR-strategy, including: - Segmentation of services and products of the company in line with the target audience, the definition of optimal communication channels for each product type,  - Work with the media, arranging interviews, publications in the print media, the participation of the Company in the television show, according to the general PR-strategy, - Administration of the corporate website: external content - customer-oriented and internal content - employees-oriented - Implementation of advertising campaigns, including - on television, print media, outdoor. |
| 2001-2002 | Russian Federation, Moscow | AST-Press publishing house | Editor-corrector | Stylistic processing, correction and editing of fiction and popular science texts in line with the standards and requirements of the stylistics and grammar of Russian language. |
| 2000 2005 | Russian Federation, Moscow | National news agency ITAR-TASS | freelance correspondent of foreign news | Review and processing of information feeds of foreign news agencies. Translation and adaptation of foreign news in Russian, accommodation and report on the main news feed ITAR-TASS. |