

NICOLETA URSU
Communications and PR Coordinator
QUBO Communications

SUMMARY

Highly motivated communications and public relations specialist with a solid educational background and a bachelor's degree in Communication Science. Possessing comprehensive digital, linguistic and creative skills, she is dedicated to delivering results in the fast-paced world of communications. Her skills enable her to craft engaging content, ensuring that messages are delivered in a clear and effective manner. With a particular passion for communication and public relations, she is a proactive and ambitious individual who approaches every challenge with confidence and courage.

HIGHLIGHTS

- Flexibility and adaptability
- Creativity
- Time management
- Digital skills
- Attention to detail
- Critical thinking
- Emotional intelligence
- Active listening

Experience

2023 - present, Communications Coordinator, QUBO Communications

- Coordinating and implementing communication plans
- Creating content for press releases, newsletters, websites and social media platforms.
- Monitoring media coverage and analyzing effectiveness of communication strategies.
- Assisting in organizing and executing public relations events and initiatives.
- Cultivating and managing relationships with media representatives.
- Conducting market research to identify communication trends.
- Social media management.

2020 - 2023, Volunteer, Media Student Council, FJȘC, USM

- Generating creative ideas and concepts to promote the faculty/university.

2021, "PR Arena" student competition, 4th edition, Global Women in PR Romania (GWPR)

- Generating effective solutions and ideas for the problem presented in the competition brief.
- Creating the visual concept and communication campaign.
- Designating opinion leaders to become campaign ambassadors.

2019 - 2020, Volunteer, The Association of Young Bessarabians from Brasov

- Generating creative promotional concepts and materials.

- Promoting and representing the culture and traditions of the Republic of Moldova through the Association.

EDUCATION

- **2023**, Moldova State University, Bachelor of Communication Science
- **2019-2020**, “Transilvania” University of Braşov (Romania), Faculty of Letters
- **2020**, Training “Feedback” - ANOSR, Braşov
- **2019**, Training “Project management” - ANOSR, Cluj-Napoca
- **2019**, Training “Emotional intelligence” - ANOSR, Braşov