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## SKILLS

- Detail Oriented
- Creativity
- Communicational
- Data Analysis
- Cost and Budget Management
- Event Planning and Management
- Strategical Planning
- Brand Management
- Fast learning
- Open-minded
- Computer literacy
- Organizational
- Plan and implement project

## LANGUAGES

- Romanian - native or bilingual
- Russian - native or bilingual
- English - C2, proficient user
- Norwegian - B2, independent user
- Ukrainian - B1, independent user
- French - A2, basic user

# NATALIA SCRIPNIC

## PROFESSIONAL EXPERIENCE

Experienced marketing professional with 15 years of international activity within PR, branding and event management. Developing and implementing marketing strategy and brand development. Create and execute integrated communicational plans designed to increase media mentions, brand awareness, engagement and publications.

## WORK EXPERIENCE

### Brand & Growth Strategy Advisor & Mentor | Seedstars

March, 2026 - Present

- Advising consumer brands and start-ups on "brand premiumization and growth strategy"
- Supporting "market expansion across CEE and emerging markets"
- Developing "brand architecture and portfolio transformation strategies"
- Mentoring early-stage consumer startups on PR-strategies and "go-to-market and positioning"

### Senior Brand Manager SEE | Nestle

February, 2019 - February, 2026

Worked within 2 major and fundamental departments: Infant Nutrition & Pet Food. Was responsible for 11 countries within SEE Region and kept leadership to be #1 Business in the market ;

- Develop strategies and manage brand & marketing campaigns across different platforms to meet consumers' expectations;
- Cooperate with external agencies to ensure brand strategy is performed with required quality and agreed cost & timescales;
- Measure and report performance of all marketing campaigns, and assess ROI, analyze the results, and propose improvements of processes;
- Prepare and administrate annual marketing budget.

### Marketing Communication and Event Specialist | Mary Kay Inc

May 2014 - January 2019

- Planned and created complex product release/communication support strategies;
- Supervised the PR initiatives according to the company strategy

## VOLUNTEERING

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- Toastmasters International  
(January 2014 - present)
- Moldova Tourist Info Center  
(June 2018 - November 2022)
- JCI International  
(March 2011 - April 2012)
- Amnesty International  
(March 2011 - May 2012)

## TRAININGS

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- Vocal Variety by Seda  
Kasparova, 2022
- Creating great presentations,  
SBC, 2019
- One Day MBA by Brian Tracey,  
2018,
- Train the Trainers by Aiesec,  
2014,

- Planned and implemented the product and publication's design with the team and arranged the communication with printing houses, as well, supervised scenario, graphic design, printing materials, communication, and video production to address the finest details;
- Organized logistics collaborating with internal teams and external vendors to meet all secure and technical requirements, negotiated the contracts, while maintaining event participants' satisfaction score of over 90%;
- Oversaw tasks connected to recognition programs keeping continued improvements based on the market situation and improved engagement rate by 24%;
- Managed annual conferences and seminars for beauty consultants with a maximum number of attendees of 1200;
- Received Best Mobile App Award at Rockit Conference, after researching awards' lists and applied to the relevant;
- Took care of Company's online presence on various platforms, together with offline publications.

### **Journalist, PR & Event Manager | Norway, Switzerland**

#### **September 2010 - March 2014**

- Wrote articles in English for both printing and on-line editions; Researched topic to create articles; Interviewed sources
- Established and maintained contacts with public and governance;
- Managed the production of visual communications and digital content;
- Dealt with enquiries from the public, the press and related organizations;
- Organized and attended promotional events such as press conferences, open days, exhibitions, tours and visits;
- Spoke and organized publicly at interviews, press conferences and presentations for Swiss match-making company;
- Organized various events (international club nights, trips to places of interest, social events around university);
- Provided information about application procedures and gave useful advices to students;
- Carried out administrative duties such as transfer and booking hotels for international guests during events.

## EDUCATION

### **Volda Univeristy College, Norway**

#### **2010 - 2013**

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Master of Science in Planning and Leadership

### **"Alecru Russo" State University, Moldova**

#### **2007 - 2010**

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Bachelor Degree in Social Work and Psychology