

## CURRICULUM VITAE

**Family name:** Gurău  
**First names:** Ludmila  
**Date of birth:** 14/01/1984  
**Nationality:** Romanian and Moldovan  
**Education:**

Institution, [ Date from - Date to ]	Degree(s) or Diploma(s) obtained:
<ul style="list-style-type: none"> <li>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</li> </ul>	Certificate on course completion
State University of Moldova, 2006-2007	MA Degree in journalism and communications
State University of Moldova, 2002 - 2006	Bachelor's degree in journalism and communications

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

Language	Reading	Speaking	Writing
<b>Romanian</b>	<b>Mother tongue</b>		
<b>English</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Russian</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>French</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>Spanish</b>	<b>4</b>	<b>4</b>	<b>4</b>

**Present positions:** Co-founder and Managing Partner at QUBO Communications; Strategy Director and overall coordinator of the agency's projects, trainer in strategic communications.

### Key qualifications:

- 15 Years of Expertise in Strategic and crisis communications:** Based on extensive experience, I have developed a practical communication strategy template that is currently applied in all strategic planning processes at QUBO Communications. This methodology has shaped the communication strategies of institutions such as AGEPI, Invest Moldova, the National Integrity Authority (ANI), the Service for the Prevention and Combatting of Money Laundering (SPCSB), the National Anticorruption Center (CNA), and CNAM. I have also authored strategic documents, including communication guides to support the promotion of legislative proposals for the Health Committee of the Moldovan Parliament.
- Comprehensive Experience Across Multiple Sectors:** Before establishing my own communication agency (created in partnership with other 3 communication specialists), gained extensive experience in diverse communication environments — including PR agencies, NGOs, corporate communication departments of transnational companies, and professional associations.
- Over 10 years in Communications Business Management and Leadership Skills:** Experience in business management, including team leadership, setting business goals, and delivering a full spectrum of communication services. Expertise in fostering organizational growth and managing cross-functional teams to achieve strategic goals.

- **Over 15 years proven Expertise in Country Communication Campaigns:** Successfully led national communication campaigns, strategically planning and executing initiatives that delivered high-impact results across various sectors, including strategic brand communication campaigns for Medpark International Hospital and Heritage International School, national campaigns for WHO Moldova (such as post-COVID-19 rehabilitation, mental health awareness, and breastfeeding benefits), the national energy efficiency campaign implemented by SKAT International, and awareness efforts on dual education, justice reform, the Moldova European Nation 2030 Strategy, and diaspora investment opportunities — all in partnership with GIZ Moldova and other partners.
- **Founder and Influential Leader in the PR Field:** Founded and managed the Association of PR and Communications Specialists (ASRP), playing a key role in advancing the communications industry in Moldova. Contributed to the establishment of BATI (Circulation Audit Bureau of Moldova) and I also worked as a university lecturer at the State University of Moldova, where I taught Community Communication and Public Relations in Public Administration, contributing to the education and professional development of young communication specialists. I also contribute to the professional development of young communication specialists by annually hosting students from the Journalism and Communication Faculty of the State University of Moldova for internships at QUBO Communications, as part of the strategic partnership we have with the faculty. Through this, we provide mentorship to at least 2-3 students during their internship with us.
- **Strong Institutional and Governmental Communication Experience: Expertise** in advising and working with governmental institutions to enhance their communication strategies. QUBO's work with the Competition Council of Moldova, Invest Moldova, State Cancelary, The Bureau of Relations with the Diaspora, the National Center for Sustainable Energy, the National Office for Vine and Wine, the Government of the Republic of Moldova, the Ministry of Education, the Ministry of Economy, the Ministry of Labor, etc.
- **International Perspective and Cross-Border Experience:** Worked with international clients and managed cross-border communication initiatives, leveraging a deep understanding of global communications dynamics. For example, QUBO was selected as the lead agency for coordinating the communication efforts of the EU4Youth Phase III Program, implemented by the Central Project Management Agency (CPVA) in Armenia, Azerbaijan, Belarus, Georgia, Moldova, and Ukraine. Under my guidance, we developed and coordinated a strategic communication plan to promote the program's activities, focusing on the integration of NEET youth into the labor market and the development of digital, green, and entrepreneurial skills.
- **Over 10 years Expertise in Strategic Communication Training:** Delivered training and mentoring across various sectors, including education, healthcare, public administration, justice, and anti-corruption. Led workshops for teachers, doctors, public servants, entrepreneurs, and students, focusing on developing tailored communication skills for each professional environment. Developed and implemented a specialized training program for government communicators in Moldova. This initiative, funded by the U.S. Embassy in Chişinău in 2017 and carried out under the Public Relations and Communication Specialists Association, significantly enhanced public communication effectiveness within government institutions.
- **Proficient in Digital Tools and Technology:** Advanced computer literacy in office productivity tools (Microsoft Office, Google Workspace), skilled in digital communication and social media management platforms (Meta Business Suite, Hootsuite), and familiar with email marketing tools (Mailchimp). Experienced with project management and collaboration platforms (Asana, Trello, Notion), confident in using online research, analytics, and reporting tools (Google Analytics, Google Trends, SurveyMonkey), and proficient in remote work technologies and digital facilitation tools (Zoom, Miro).

## Projects management experience

Country	Date from – Date to	Projects	Description
Moldova	April – June 2023	Communication campaign: EPC Summit - European Political Summit, co-funded by EU	<p><b><u>Role in the project:</u></b> Key expert in strategic communications</p> <p><b><u>Key responsibilities:</u></b></p> <ul style="list-style-type: none"> <li>- Contributing to the development of the event communication campaign</li> <li>- Defining strategic PR messages for each target group of the campaign (we had over different target groups to achieve)</li> <li>- Supporting the development of PR and communication materials within the campaign</li> </ul> <p>Budget: Euro 85 K</p> <p>Contact person: Olga Rosca, Foreign policy and EU affairs advisor to President, o.rosca@prm.md</p>
Moldova	April 2024 - April 2025	Communication strategies - Strengthening the rule of law & anti-corruption mechanism to the Republic of Moldova, co-funded by EU, implemented by GIZ	<p><b><u>Role in the project:</u></b> Communication Team leader</p> <p><b><u>Key responsibilities:</u></b></p> <ul style="list-style-type: none"> <li>- Led the development and implementation of a strategic communication plan to promote the EU4Youth Phase III Program across six Eastern Partnership countries (Armenia, Azerbaijan, Belarus, Georgia, Moldova, and Ukraine).</li> <li>- Coordinated communication efforts between multiple local partners in Ukraine, Armenia, and Georgia, ensuring the successful delivery of tailored campaigns adapted to each country's social and political context.</li> <li>- Developed and aligned key messages, ensuring a consistent narrative across different regions, emphasizing the program's impact on the integration of NEET youth into the labor market and the development of digital, green, and entrepreneurial skills.</li> <li>- Established dissemination partnerships with the EU Delegations and the regional EU NEIGHBOURS East program, ensuring wide-reaching visibility.</li> <li>- Oversaw the creation of multimedia content, including videos, success stories, infographics, posters, and PR materials, for distribution across social media and media outlets.</li> <li>- Managed media partnerships, including paid content strategies, META Ads promotion, and outreach to both local and regional media channels.</li> <li>- Ensured the relevance and visibility of messages, carefully tailoring content to engage local audiences and stakeholders.</li> <li>- Supervised the organization of key public events, awareness campaigns, and dialogues to promote the</li> </ul>

			<p>program's objectives and strengthen youth employment and entrepreneurship.</p> <ul style="list-style-type: none"> <li>- Provided ongoing mentorship and advisory support to communication teams in the partner countries, enhancing their media engagement, crisis management, and strategic communication capacities.</li> </ul> <p>Budget: 50K Euro.</p> <p>Contact person: Dalia Krapavickaitė, Senior Project Manager of International Development Cooperation Projects Division, Central Project Management Agency, <a href="mailto:D.Krapavickaite@cpva.lt">D.Krapavickaite@cpva.lt</a></p>
Moldova	August 2022 – January 2023	National Campaign: Promoting the Criminal Assets Recovery Process implemented in partnership with Soros Foundation Moldova	<p><b><u>Role in the project:</u></b></p> <p>Strategic Communication Consultant / Campaign Lead</p> <p><b><u>Key responsibilities:</u></b></p> <ul style="list-style-type: none"> <li>- Designed and implemented the national communication campaign aimed at increasing public understanding of the criminal assets recovery process in Moldova.</li> <li>- Developed the campaign's strategic communication plan and visual identity, aligning messaging with transparency and anti-corruption objectives.</li> <li>- Strengthened the institutional visibility of ARBI (Criminal Assets Recovery Agency – CARA within the National Anticorruption Center) through tailored content and storytelling.</li> <li>- Produced multimedia content, including animated explainer videos and podcasts, to engage broader audiences and demystify technical processes.</li> <li>- Organized offline awareness events targeting journalists, influencers, and opinion leaders, ensuring media coverage and public engagement.</li> <li>- Managed media relations and media placement across national outlets, and coordinated Google Ads campaigns to increase digital outreach.</li> <li>- Offered social media consultancy and created a customized Social Media Guide for ARBI, helping internal teams maintain message consistency and increase online presence.</li> <li>- Delivered training sessions, managed digital content development, and ensured continuous media monitoring and reporting to track campaign performance and adjust tactics.</li> </ul> <p>Budget: 35K USD</p> <p>Contact person: Natalia Camburian, Former Director, Good Governance Department, Soros Foundation Moldova, <a href="mailto:natalia@camburian.com">natalia@camburian.com</a></p>

Moldov a	2020 – 2025	<p>Multiple national campaigns including:</p> <p>a) <i>Fighting stigma associated with COVID-19</i> (2020)</p> <p>b) <i>Rehabilitation after COVID-19</i> (2020–2021)</p> <p>c) <i>Promoting Community Mental Health Centers</i> (2021–2022)</p> <p>d) <i>A vaccinated child is well protected</i> (2022–2023), targeting parents</p> <p>e) <i>Med Safety app promotion</i> (2023)</p> <p>f) <i>The Breastfeeding Caravan</i> (multiple editions), also targeting parents</p> <p>g) Anti-tobacco campaign within youth implemented with WHO Moldova</p>	<p><b><u>Role in the project:</u></b> Strategic Communication Consultant / Campaign Strategy Lead</p> <p><b><u>Key responsibilities:</u></b></p> <ul style="list-style-type: none"> <li>- Led the overall strategic planning of the national health campaigns in alignment with WHO public health priorities and communication goals.</li> <li>- Advised on key messages, tone of voice, and audience segmentation to ensure relevance, clarity, and impact.</li> <li>- Developed campaign frameworks, slogans, and content directions tailored to sensitive health topics such as mental health, vaccination, stigma, and maternal health.</li> <li>- Provided creative direction for communication concepts and reviewed campaign deliverables (TV/radio scripts, slogans, print/digital materials) for coherence and quality.</li> <li>- Supervised the creation and structure of the health communication website <a href="http://www.cumtesimtiazi.md">www.cumtesimtiazi.md</a>, aligning content with campaign objectives.</li> <li>- Acted as liaison between the WHO communications team and the QUBO creative/production team, ensuring timely approvals and adaptation to institutional guidelines.</li> <li>- Coordinated messaging adjustments based on health data trends and public sentiment, ensuring campaigns remained responsive and well-received. Delivered high-level input for media planning, influencer engagement, and public outreach tactics, including collaboration with regional media and the Audiovisual Council.</li> </ul> <p>Projects budgeted: The smallest project had a budget of USD 20,000, while the largest exceeded USD 80,000.</p> <p>Contact person: Rodica Munteanu, Communication Officer, WHO Country Office in Republic of Moldova, <a href="mailto:munteanur@who.int">munteanur@who.int</a></p>
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**General professional experience:**

Date from –Date to	Location	Company & reference person	Position	Description
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May -2017 present	Chisinau, Moldova	QUBO Communications	<i>Managing Partner, Strategy Director</i>	<ul style="list-style-type: none"> <li>- Define the company's development strategy</li> <li>- Maintain a positive relationship with both internal and external stakeholders</li> <li>- Responsible for strategic communications of our company and for clients' campaigns</li> <li>- Lead the implementation of clients' strategic campaigns so that their messages reach the target audience</li> <li>- Lead research activities for the development of creative concepts and messages</li> <li>- Write institutional communication strategies</li> <li>- Interview clients' stakeholders to assess the state of art of communication processes</li> </ul>
2006 - present	Chisinau, Moldova	Association of PR and Communications Specialists (ASRP)	<i>Executive Director (2006-2024) President (January 2025 – present)</i>	<ul style="list-style-type: none"> <li>-Create organization's vision, mission, the unique value proposition, and overall strategy</li> <li>-Manage fundraising, collaboration, filing, communication, productivity and record keeping</li> <li>-Collaborate with the board, staff, and other stakeholders in order to reach the mission</li> <li>-Maintain strong relationships in the sector, among peers, donors, associations and media</li> <li>-Ensure that the organization meets the highest standards for the communication industry</li> </ul>
2013 – 2017	Chisinau, Moldova	Proimage Agency	Director, Partner	<ul style="list-style-type: none"> <li>- Managed team, finances, and operations</li> <li>- Defined the company's development strategy</li> <li>- Lead the implementation of clients' strategic campaigns</li> <li>- Responsible for strategic communications within clients' campaigns</li> <li>- Led research activities for the development of creative concepts and messages</li> <li>- Writing institutional communication strategies</li> <li>- Interviewed clients' stakeholders to assess the state of art of communication processes</li> </ul>
2010-2012	Chisinau, Moldova	<b>Orange Group, "Orange Moldova" SA</b>	CSR Projects Coordinator	<ul style="list-style-type: none"> <li>- Planned, developed and implemented the CSR roadmap</li> <li>- Planned, developed and implemented the Orange Moldova Foundation roadmap</li> <li>- Maintained communication with the CSR team within Orange Group</li> <li>- Answered inquiries from the media, individuals and other organizations</li> <li>- Developed communication and relationships with partners and</li> </ul>

				<p>beneficiaries</p> <ul style="list-style-type: none"> <li>- Organized CSR and PR events</li> </ul>
2008 - 2010	Chisinau, Moldova	Profile Communication Agency	PR specialist	<ul style="list-style-type: none"> <li>- Managed client accounts</li> <li>- Developed public relations plans and strategies</li> <li>- Engaged with clients' marketing departments to align PR campaigns to strategic goals</li> <li>- Developed existing media (broadcast, traditional, online) relations for placements</li> <li>- Built, maintained connections with media through traditional, digital and social channels</li> </ul>
2007 - 2010	Chisinau, Moldova	"Best Jobs" SRL, subsidiary of "Neogen" SA – Romania	Digital marketing specialist	<ul style="list-style-type: none"> <li>- Researched social media trends, best practices and technologies</li> <li>- Published digital marketing content online and managed social media content</li> <li>- Implemented e-mail marketing campaigns</li> </ul>
2007, 2009	Chisinau, Moldova	State University of Moldova	Lecturer / Courses: "Community communication", "PR techniques in Central Public Administration"	<ul style="list-style-type: none"> <li>- Designed and developed the curriculum</li> <li>- Prepared lectures, tutorials, workshops and seminars</li> <li>- Conducted and evaluated assignments, tests and exams</li> <li>- Conducting research and wrote proposals, articles</li> <li>- Participated in meetings, conferences, events and training opportunities</li> <li>- Provided support to students and colleagues</li> <li>- Published works and articles on communication</li> </ul>