


CV Eugen Boico

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eugen.boico@publicis.md

birthdate: December 20, 1977

Name of Personnel	Eugen Boico
Position for this assignment	Team leader
Nationality	Moldovan
Language proficiency	Russian, Romanian, English
Education/Qualifications	<i>[Summarize college/university and other specialized education of personnel member, giving names of schools, dates attended, and degrees/qualifications obtained.]</i>
	<ul style="list-style-type: none"> • 2001 – 2003 Advertising High School Moscow, Russia Advertising Management Department Profile: Management and development of creative assets • 1996 – 2000 Academy of Economic Studies Moldova Marketing Department Profile: Marketing in the services' sector
	<i>[List all positions held by personnel (starting with present position, list in reverse order), giving dates, names of employing organization, title of position held and location of employment. For experience in last five years, detail the type of activities performed, degree of responsibilities, location or assignments and any other information or professional experience considered pertinent for this assignment.]</i>


 Signature of Personnel

**Employment
Record/ Experience**

- 2007 – present
Publicis Moldova / NRG Media SRL Chisinau, Moldova Founder & General Director

Provides creative and strategic support to major local brands delivering best in class digital communications, advertising, branding and events

- 2006 – 2007
Orange Moldova SA Chisinau, Moldova
Brand and Communication Manager

Managed the Orange rebrand communication, events and branding. Built 97%+ awareness for the Orange brand in 2 months after launch. Positioned Orange as the brand of choice on the local mobile market within 2 months after launch.

- 2003 – 2006
VOXTEL SA Chisinau, Moldova Marketing Manager

Developed and launched 15+ integrated marketing campaigns. Brought VOXTEL to nr. 1 preferred brand in the country and won the national Grand Prix for the best creative campaign in 2006. Increased VOXTEL market share by 8%+

- 2001 – 2003
VOXTEL SA Chisinau, Moldova
Advertising manager

Developed and launched 15+ national communication campaigns. Managed international creative and production agencies. Brought VOXTEL brand awareness to 96%+

- 1998 – 2001
VOXTEL SA Chisinau, Moldova
Merchandising leader

Brought consistency to the presence of VOXTEL brand in its own & dealer shops

- 1996 – 1998
State Patent Office (AGEPI) Chisinau, Moldova
Trademark Expert

Provided expertise in the process of international trademarks' registration in Moldova

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe my qualifications, my experiences, and other relevant information about myself.

Signature of Personnel

21.09.2021
Date (Day/Month/Year)