



VERONICA PISARENCO

Communications and
PR Specialist

CONTACT

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EDUCATION

Moldova State University

Bachelor of Journalism and
Communication Sciences
2008 - 2011

"Mihail Kogalniceanu" High School, Chisinau

High School Diploma
2000 - 2008

SKILLS

- Management Skills
- Creativity
- Digital Marketing
- Teamwork
- Multitasking
- Attention to details

LANGUAGES

- Romanian (Native)
- English (C1 IELTS
Certificate)
- Russian (C2 Level)

EXPERIENCE

Project manager and copywriter at Cinemagic

March 2024 - present

- Project management
- Copywriting (writing scripts, articles and interviews)
- Planning and preparation of shootings

Founder at Prier Communication and Video Production Agency (Pixelpitch SRL)

April 2023 - present

- Managed communication campaigns
- Produced articles, press releases, and content for social media
- Produced video materials (reels, ads, reportages, interviews)

PR manager at PProfile Communications

Feb 2022 - May 2023

- Managed campaigns for international organisations such as UNHCR and EBRD, and public institutions such as the Architecture Department of Chisinau City Hall

Hosted the "aLIVE" Online Show for UNICEF Moldova

Oct 2020 - Jul 2021

- Hosted a talk-show that was broadcasted live on UNICEF Moldova Facebook page. It was created in collaboration with UNICEF, USAID and WHO in Moldova

Manager of the Video Production Department at Simpals DEV

Aug 2018 - May 2020

- Managed a team of photographers and videographers
- Produced videos for two of the biggest news portals in Moldova and other websites (stiri.md, point.md, verde.md, sporter.md, etc)

Reporter and news editor at PRIME TV (GMG Production)

Aug 2013 - Jul 2018

- Edited all the texts in the main news journal
- Wrote and filmed TV reports and news in Moldova and abroad

News reporter and website editor at PRO TV Chisinau

Aug 2011 - Jul 2013

- Wrote and filmed TV reports and news
- Wrote texts for the website www.protv.md