

# Curriculum Vitae

**Name/Surname**  
**Adress**

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**Telephone numer**  
**E-mail**  
**Nationality**  
**Driving Licence**  
**Birthdate**

## Professional experience

Period/ Position/ Company

**09.2019 – Present: Account Manager at Profile Agency (full-time)**

Type of activity and responsibility assumption:

- Implementation of the communication strategies for the online & offline market, according to clients needs
- Management of communication projects and, partially, events
- Public Relations & Copywriting
- Elaboration of Social Media Content for some of the clients

**02.2019 – 10.2019: Social Media Manager at Alltime Advertising Agency (part-time)**

Type of activity and responsibility assumption:

- Making of the communication strategy for the clients
- Elaboration of the monthly content plan, including articles
- Boost of the content plan on SM channels
- Monthly reports of activity

**10.2017 – 09.2019: News Anchor at Prime TV; General Media Group (full-time)**

Type of activity and responsibility assumption:

- Presenting the 7 AM, 8 AM, 9 AM, 12 PM, 15 PM News Bulletins, per shift
- Presenting the 12 PM, 15 PM and the main 21 PM News Bulletin, in weekends, per shift
- Writing the Headlines, the Teasers and the most important news titles for the weekend format news, when in shift
- Recording the Voice-Over for the news and the teasers, when in shift

**08.2017 – 12.2017: Social media Coordinator & PR Associate; Purcari Winery (part-time)**

Type of activity and responsibility assumption:

- Adapting of the content and the placement of it on the international Facebook Pages of Purcari Winery
- Copywriting
- Articles and press releases writing&translation
- Development and coordination of influencers campaigns & other related tasks

**02.2017 – 09.2017: TV correspondent of the First News (21:00) at Prime TV, General Media Group (part-time)**

- Reporting Live the latest or breaking news for the 21:00 o'clock primetime news bulletin, from 2 to 4 times per week

- News writing and text editing for the Live performance, when necessary

**08.2016 – 09.2018: Voice-Over of the First News (21:00) at Prime TV, General Media Group (part-time)**

Type of activity and responsibility assumption:

- Recording the voiceover of the news and all required reportages for the 21:00 o'clock primetime news bulletin

**12.2015 – 05.2016: Social Media Manager at “Digital Lab”, part of the group of advertising agencies - Vivaki Moldova (Full-time)**

Type of activity and responsibility assumption:

- Brand analysis of the client, determination of its target in the online and social media environment
- Making of the communication strategy for the brand
- Elaboration of the monthly content plan
- Every month result reporting
- Writing and translating articles, if required

**02.2015 – 12.2015: Voice-Over of the First News (21:00) at Prime TV, General Media Group (Part-time)**

Type of activity and responsibility assumption:

- Recording the voiceover of the news and all required reportages for the 21:00 primetime news bulletin

**07.2014 – 09.2015: Radio presenter (DJ) at Muz FM, Radio Media Group (Part-time)**

Type of activity and responsibility assumption:

- Working live, main subjects of the speeches being related to music
- Promoting on air the campaigns and the contests initiated by the radio station
- Live interaction with the listeners using the social media tool
- Writing, editing and transmitting on air 2 live rubrics and one recorded show (Box Office, Hi-Tech and Top 10 Rock)

**12.2012 – 06.2014: Radio Presenter (DJ). Pro FM Chişinău, Digital Pro (Part-time)**

Type of activity and responsibility assumption:

- Working live, main subjects of the speeches being related to music
- Making of the playlists in a Contemporary Hit Radio format
- Writing and recording the promos for different radio campaigns or contests + their implementation
- Presenting events and contests, when needed
- Placing specific content on the official site of the radio station

**12.2011 – 08.2012: Executive producer of „Deşteptarea de Weekend” TV show at JurnalTV; Jurnal Trust Media (Full-time)**

Type of activity and responsibility assumption:

- Pursuing trend events
- Writing, when required, the video-heads for the presenters and translating the international entertainment news
- Coordination of the filming team, the video editing team and the reporters concerning the lives in the field
- Maintaining a persuasive communication with the show guests, exchanging the data and fixing the approach on the subjects to be discussed live
- Assuring a good evolution of the show, without technical or human gaps, in real time

**08.2011 – 04.2012: Voice-Over at Jurnal TV; Jurnal Trust Media (Full-time)**

Type of activity and responsibility assumption:

- Recording the voiceover of the news and of all required entertainment news of the production department
- Dubbing a series of BBC documentaries

**05.2011 – 08.2012: Radio Presenter at JurnalFM; Jurnal Trust Media (Part-time)**

Type of activity and responsibility assumption:

- Working live, main subjects of the speeches being related to romanian and moldavian music
- Live interaction with the listeners, using the social media tool
- Promoting the radio campaigns and the contests on air
- Performing live from the field about the needed topics, launched in different campaigns

**07.2010 – 05.2011: Reporter/co-host of “Motoare” TV Show at Jurnal TV; Jurnal Trust Media (Full-time)**

Type of activity and responsibility assumption:

- Identification of international trend topics about auto industry and making of a rubric, to be integrated in the show
- Filming assistance, in the field
- Assurance of a well video editing of the show

**03.2010 – 07.2010: Producer of „Motoare” TV Show, Jurnal TV; Jurnal Trust Media (Full-time)**

Type of activity and responsibility assumption:

- Identification of national and international news in the auto industry, to be integrated in the show
- Writing of the screen
- Identification of different filming locations and providing of filming assistance
- Coordination of the whole team of the show, in all production stages

**11.2009 – 03.2010: Reporter/Presenter Jurnal TV; Jurnal Trust Media (Full-time) Training period**

Type of activity and responsibility assumption:

- Writing and recording of the news specifically to the television format
- Live simulation of a tv show with social approach
- Diction courses and oratorical improvement

**Education and skills**

Studies and Trainings

11.2018 – 04.2019 Trainings on Gender Equality and Female Leadership organised by StahlMedien, ELDA and German Federal Foreign Office  
09.2015 – 05.2018: „Economic Sciences” faculty, „World Economy and International Economic Relations” speciality, daily frequency, business-english group; Free International University of Moldova  
11.2010 – 03.2011: Mass-Media Training, Jurnal Trust Media  
09.2008 – 12.2010: (unfinished studies) „Economic Sciences” faculty, „International Economic Relations” speciality, daily frequency in the first experimental business-english group; Free International University of Moldova  
2005 - 2008: Theoretical romanian-english lyceum “Ion Creangă”  
2000 - 2005: Theoretical lyceum “Petru Zadnipru”.  
1996 - 2000: 94th General School, Colonița village, Chișinău district

<p>Diplomas</p> <p><b>Abilities and personal competences</b></p>	<p>Baccaleaureate Diploma; Bachelor of Economy - „World Economy and International Economic Relations” speciality</p> <p>Training diploma on Gender Equality and Female Leadership</p>
<p>Native language</p>	<p>Romanian – excelent level of communication and writing</p>
<p>Foreign languages</p>	<p>1. English – advanced level of communication and writing; business level improved</p> <p>2. Spanish – good level of understanding, communication and writing</p> <p>3. French – good level of writing and intermediate level of understanding and communicating</p> <p>4. Russian – good level of understanding and reading; poor level of communication and writing</p>
<p>Skills in using the PC, software and technics</p>	<p>MS Word; MS PowerPoint; MS Outlook; MS Excel; Virtual DJ; Traktor; Edius (MS); Premier Adobe (MS); Final Cut (MAC); Sountrack Pro (MAC); Sound Empire; Sound Forge Pro 10.0; Premier Adobe Audition; Adobe Photoshop CS5; Adobe Photoshop Lightroom; Wordpress CMS platform; Facebook Business Manager tool; Socialtools (Vivaki tool developed on reporting and analyzing brands); Operating TV systems and networks – News Air; Octopus</p>
<p>Other abilities</p>	<p>Oratorical and communication vocation; Musical, aesthetic and visual sense developed; Emotional intelligence above average; Analytical skills; Adapted to stress working conditions; Autonomous personality; Detail oriented; Confident and diplomatic presence; Experienced in teamwork and focus groups</p>
<p><b>Reference persons:</b></p>	<p>Ecaterina Mișcișina, News Producer at Prime TV. Contact: + 373 79 919 016</p> <p>Olga Kșevinskaia, Marketing Director at Alltime Moldova: +373 69 304 291</p> <p>Radu Butuc, former producer at Jurnal TV. Contact: + 373 68 005 506</p>