

## CURRICULUM VITAE (CV)

<b>Position Title and No.</b>	Communication / PR Strategist
<b>Name of Expert:</b>	Valeria Harti
<b>Date of Birth:</b>	20/05/1995
<b>Country of Citizenship/Residence</b>	Republic of Moldova

### Education:

---

#### **Bachelor's Degree in Marketing and Logistics**

Moldova State University, Chişinău, Republic of Moldova (2015 – 2018)

Field of study: Marketing and Business Logistics

---

**Employment record relevant to the assignment:** {Starting with present position, list in reverse order. Please provide dates, name of employing organization, titles of positions held, types of activities performed and location of the assignment, and contact information of previous clients and employing organization(s) who can be contacted for references. Past employment that is not relevant to the assignment does not need to be included.}

<b>Period</b>	<b>Employing organization and your title/position. Contact information for references</b>	<b>Country</b>	<b>Summary of activities performed relevant to the Assignment</b>
Jan 2023– Present	Kooperativa Moldova — PR & Sales Manager  For references: Tel:+373 760 72 975 E-mail: mircea.tira@kooperativa.md Mr. Mircea Țira, Chief Executive Officer	Republic of Moldova	Designed and implemented integrated communication and PR strategies for Kooperativa's national projects and institutional clients.  Coordinated public relations activities, press communication, and media relations for corporate and public sector campaigns.  Developed brand messaging and narrative concepts for social impact and commercial communication initiatives.  Supervised copywriting and content creation teams to ensure

			<p>alignment with client tone and communication guidelines.</p> <p>Managed collaboration with design and video production departments to deliver coherent, multi-channel campaigns.</p> <p>Oversaw the approval of promotional materials (banners, digital ads, press kits), ensuring compliance with institutional standards.</p> <p>Supported the organization and promotion of public events, press conferences, and exhibitions for Kooperativa’s clients.</p>
<p>Jan 2020 – Jan 2022</p>	<p>AGORA / EA.md — Marketing &amp; Sales Manager</p> <p>For references: E-mail: office@interakt.md Irina Ghelbur, Chief Executive Officer</p>	<p>Republic of Moldova</p>	<p>Managed communication and sales strategies for the media platform AGORA and its partner projects.</p> <p>Built and maintained partnerships with key clients and sponsors, ensuring long-term collaboration.</p> <p>Created and delivered marketing campaigns for digital and print media channels.</p> <p>Conducted market research and competitive analysis to inform branding and sales tactics.</p> <p>Produced commercial proposals and presentations to attract new clients and projects.</p>

Membership in Professional Associations and Publications: N.A.

Language Skills (indicate only languages in which you can work):

Languages	Speaking	Reading	Writing
Romanian	Native	Native	Native
English	Proficient	Proficient	Proficient
Russian	Proficient	Proficient	Proficient

## Adequacy for the Assignment:

Detailed Tasks Assigned on Consultant's Team of Experts:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
<ul style="list-style-type: none"> <li>• Design and supervise the overall communication and public relations strategy for the STEEM Project.</li> <li>• Coordinate press relations, media coverage, and public outreach campaigns in collaboration with Kooperativa and Grupo Érre teams.</li> <li>• Ensure coherence between strategic messaging, visual communication, and technical progress of the project.</li> <li>• Develop key messages and storytelling frameworks that communicate project impact and beneficiary success stories.</li> <li>• Supervise copywriting and social media activities to maintain brand consistency and visibility.</li> <li>• Manage relations with press and stakeholders to promote the project's achievements and transparency.</li> <li>• Oversee the planning and implementation of communication events, press briefings, and public presentations.</li> </ul>	<p><b>a) Name of assignment or project:</b> Moldova Business Week 2025  <b>Year:</b> 2025  <b>Location:</b> Chişinău, Republic of Moldova  <b>Client:</b> Invest Moldova Agency  <b>Main project features:</b> National forum for investment and export promotion organized under the Government of Moldova, bringing together over 2,000 participants and 40 partner institutions.  <b>Position held:</b> Communication / PR Strategist  <b>Activities performed:</b>  Designed the communication strategy and supervised media relations for the event.  Coordinated press coverage, press kits, and official media releases.  Developed key messages and spokesperson briefs aligned with government and donor narratives.  Managed collaboration between creative, content, and technical teams to ensure message consistency.  Oversaw social media and public engagement before and during the event, ensuring 4 million+ digital impressions.</p> <p><b>b) Name of assignment or project:</b> GEFF-R Moldova (Green Economy Financing Facility)  <b>Year:</b> 2023 – 2024  <b>Location:</b> Republic of Moldova  <b>Client:</b> European Bank for Reconstruction and Development (EBRD)  <b>Main project features:</b> Nationwide communication campaign promoting energy efficiency and sustainable investments.  <b>Position held:</b> PR Strategist – Campaign Coordinator  <b>Activities performed:</b>  Developed the public relations plan for national awareness activities.  Supervised the production of press materials, interviews, and success stories highlighting energy efficiency impact.  Ensured donor visibility compliance and approved</p>

	<p>communication content prior to publication.  Managed stakeholder relations and media partnerships to maximize audience reach.  Measured campaign performance and reported results through press and digital analytics.</p> <p><b>c) Name of assignment or project:</b> ESG Communication Implementation Platform  <b>Year:</b> 2024  <b>Location:</b> Chişinău, Republic of Moldova  <b>Client:</b> Ministry of Economic Development and Digitalization / UNDP Moldova  <b>Main project features:</b> National initiative focused on promoting ESG principles and corporate sustainability communication.  <b>Position held:</b> Communication / PR Strategist  <b>Activities performed:</b></p> <p>Created and implemented the public communication strategy for the ESG platform.  Drafted press releases, newsletters, and feature articles promoting responsible business practices.  Coordinated with design and media teams for visual campaigns and stakeholder outreach.  Managed press relations and organized national workshops to increase awareness.  Ensured alignment with UNDP communication and visibility standards in all project materials.</p>
--	--

**Expert's contact information:**  
E-mail: sales@kooperativa.md  
Phone: +373 79 887 738

**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available, as and when necessary, to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.

Valeria Harti



27/10/2025

---

Name of Expert

Signature

Date

Nicoleta Turcu



27/10/2025

---

Name of authorized

Signature

Date Representative of the Consultant

(the same who signs the Proposal)