

## **IRINA CALIMAN**

Media Director, Partner @ QUBO Communications  
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### **SUMMARY**

Experienced media and communication specialist. Working alongside journalists from Romania in a TV news department has contributed to the development of necessary skills for a specialist in communication and Public Relations in the digital era: working at fast pace, flexibility in reporting on subjects of high interest, as well as meticulous research and adapting the messages for the target audiences. Moreover, collaborating as a communication specialist of a public institution has widened my knowledge about the national and international media market, thus strengthening the media portfolio. For the last 12 years, I worked as a reporter and a TV anchor, as well as a media coordinator, developing the necessary skills to communicate efficiently, as well as a wide knowledge of the media, specifics of editorial policies and profiles of the media outlets, this contributing to a good relationship with the media for the purpose of promoting the correct messages of our clients in the best manner.

### **HIGHLIGHTS**

- Skills to communicate efficiently, both verbally and in written
- Experience in presenting the information in the most effective way
- Skills in developing and managing complex communication projects
- Experience in working with national and international organizations
- Able to work under pressure and meet the deadlines

### **EXPERIENCE**

#### **2017 – present, QUBO Communications**

##### **Media Director, Partner**

- Coordinate and implement PR & advertising campaigns
- Develop and implement communication plans
- Write, coordinate and disseminate talking points for the PR events
- Maintain the communication with the media before, during and after PR events
- Write PR materials and coordinate PR videos
- Write, coordinate and disseminate fact sheets for both media and QUBO Communications clients, prior to media interviews, TV/radio shows etc.

#### **2015 –2017, "Proimagine" agency**

##### **PR manager**

- Developed PR strategies for the projects managed by the agency

- Wrote, coordinated and disseminated talking points for the PR events
- Maintained the communication with the media before, during and after PR events
- Wrote PR materials and coordinated PR videos
- Coordinated and implemented PR & advertising campaigns

**2014 – 2015, Press and Protocol service, The National Bank of Moldova  
Head of Communications**

- Wrote and published NBM press releases
- Organized press conferences, press briefings and other activities to maintain the relations with the media and to provide information about NBM activities
- Maintained collaboration with various national and international institutions accredited in Moldova in order to solve operational tasks
- Coordinated the organization of the main formal events hosted by the NBM and provided the necessary information for the NBM management team
- Conducted the necessary protocol actions for the above-mentioned purposes

**2010 – 2014, Publika TV**

October 2012 - March 2014: Producer and host of the weekly news summary TV program ("News Week")

November 2010 - March 2014: Editor, international newsdesk

June - November 2010: Reporter on economic subjects

- Elaborated the detailed plan for the show (research, selection of public interest subjects, writing the news and, subsequently, verifying the subjects proposed for airing in compliance with the editorial policy of the channel, producing the news, reportages and necessary interviews)
- Identified the topics, preselected the news, prepared the interviews, reportages
- Presented/hosted the news and the TV program

## **EDUCATION**

**2010**, Master's degree in Marketing Negotiations in Business, "Dimitrie Cantemir" Christian University, Bucharest, Romania

**2008**, Bachelor's degree in Communication Studies and Public Relations, National School of Political and Administrative Studies, Faculty of Communication and Public Relations, Bucharest, Romania

## **OTHER**

**2019**, Certificat de Sommelier Europeen (no. MD 19/033) issued by the European Parliament

**2018**, Diploma of Sommelier issued by the Minister of Education