



PROFILE

agency

STRATEGY AND COMMUNICATION

PROMOTION

PUBLIC RELATIONS

BTL/EVENTS



15 YEARS
ON THE MARKET

OVER
550 PROJECTS
IMPLEMENTED



PROFILE
agency

FOR THE LAST 15 YEARS,
PROFILE AGENCY
CONTRIBUTES TO THE
DEVELOPMENT OF
COMMUNICATION AND EVENT
ORGANIZATION MARKET IN THE
REPUBLIC OF MOLDOVA

OUR MISSION IS HELPING CLIENTS
WIN THE PEOPLE'S TRUST BY
BUILDING AND DEVELOPING A
STRONG POSITIVE PUBLIC IMAGE.



OVER 550 PROJECTS

for over 50 companies from the
Republic of Moldova and abroad



THE BIGGEST EVENTS IN THE COUNTRY

Over 30 events with more than 100 000
visitors in less than 3 years



IMAGE IS EVERYTHING!

Our approach is unconventional and
personalized for every client.



EFFICIENCY, PRODUCTIVITY, SPEED!

Every task is executed quickly and
efficiently, and the results exceed
expectations

WHAT WE DO



STRATEGY & COMMUNICATION

RESEARCH, ANALYSIS, AND
COMMUNICATION
SERVICES

Setting goals and objectives, market research, target group evaluation, developing campaign messages, selecting and managing the communication channels



PROMOTION

PRODUCTION OF
ADVERTISING MATERIALS

Design, branding, print, photo, video and audio production, souvenirs, outdoor advertising, POS-materials



PUBLIC RELATIONS

MEDIA. PRESS. ONLINE

Communications with mass media, online and SMM communication, press clipping and monitoring



BTL / EVENTS

DEVELOPMENT AND
ORGANIZATION

Promotions, exhibitions and trade fairs, corporate events, catering and logistics, loyalty programs, social event and networking, conferences, festivals and concerts

PHILIP MORRIS INTERNATIONAL

2013 - PRESENT



Social media and mass media monitoring, social surveys and consulting services

HENLEY AND PARTNERS

2018 - PRESENT



Elaboration and implementation of communication strategies, action plans, informative campaigns; daily monitoring of the national press. Copywriting and content development, editing and production of promotional materials, online pr.



PHILIP MORRIS
INTERNATIONAL



Henley & Partners



CHIȘINĂU INTERNATIONAL AIRPORT

2012 - 2018



Draft communication strategies, development and implementation of communication action plans, informative campaigns; Social Media Management of 1 Facebook and 1 Instagram page. Organization of events, daily monitoring of the national and regional press, BTL campaigns, optimization of budgets for PR, campaigns. Copywriting and content development, editing and production of promotional materials, online PR.

Unité **Moldtelecom**

MOLDTELECOM / UNITE

2013 - PRESENT



Elaboration of CSR strategies, communication plans; creation of an effective collaboration scheme with different media; Social Media Management of 2 Facebook and 2 Instagram pages. Development and implementation of media campaigns for different target groups in TV, online and print media; elaboration and implementation of CSR campaigns. Organization of events; daily monitoring of the national and regional press; optimization of budgets for PR, Copywriting and content development, editing and production of promotional materials, online PR.

MONEYGRAM

2011 - 2018



Management of all marketing activities in Moldova, including implementation of media and a social media campaigns through a wide range of media channels.

UN WOMEN

2015 – 2017 (2 SEPARATE PROJECTS)



1. Organization of a national photo contest among professionals and amateurs photographers on gender equality. Promotion of the contest and its results through media campaigns. Organization of a photo exhibitions in 30 districts across the country
Promote the exhibitions
2. Identification, collection, development and dissemination of 90 successful stories of women leaders through national and regional newspapers and media channels



MoneyGram[®]
money transfer





Rule of Law Institutional Strengthening Program (ROLISP)

Programul de Consolidare a Instituțiilor Statului de Drept

ECORYS



ROLISP

(RULE OF LAW INSTITUTIONAL STRENGTHENING PROGRAM, USAID)

2013



Elaboration of communication strategies, development and implementation of action plans, informative campaigns; organization of events, daily monitoring of the national and regional press, BTL campaigns, optimizing budgets for PR, Copywriting and content development, editing and production of promotional materials.

ECORYS

CARAVAN "EUROPE FOR EVERYONE"

2014



Caravan "Europe for everyone" is an EU technical assistance project for the Bureau of Reintegration of Moldova, implemented from April to June 2014. The campaign was conducted in 22 main cities of Moldova.

The agency was responsible for supporting the organization of the events in the 22 districts and for the successfully implementation of the media campaign.

EFES
MOLDOVA

EFES VITANTA
2007 - 2014


NOMEN EST OMEN
CRICOVA

CRICOVA
2015-2016

 **BEMOL**

BEMOL
2015 - 2017

and
others

COMMUNICATION STRATEGIES AND ACTION PLANS. SOCIAL MEDIA
MANAGEMENT. ONLINE PR. TRADITIONAL PR.
PRESS AND BTL EVENTS. CONCERTS AND FESTIVALS.
FULL PR AND COMMUNICATION SERVICES



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