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## **QUBO TEAM**

At QUBO Communications we have an incredibly dynamic and committed team, consisting of individuals with depth in their respective area of expertise, all passionate about achieving the extraordinary for the benefit of our clients. The staff comprises renowned professionals in their fields, with complementary skill sets and diverse creative resources, necessary to develop integrated and coordinated communication, which produces effective results. QUBO is organized in the following departments: Strategic & Crisis Communication, PR & Media Relations, Copywriting & Content Writing, Branding & Design, Video Production, Event Management. The team cumulates a total of over 100 years of professional experience, but we continue to learn everyday by doing, by challenging ourselves and by co-creating with our clients. Our team brings energy, ideas, and pride to our work, and excels at identifying new opportunities and developing revolutionary concepts and campaigns. Each of the team members represents the spirit of QUBO Communications – creative, driven, dedicated and aware of our potential.

### **TEAM MEMBERS INVOLVED IN THIS PROJECT:**

**Ludmila GURAU – Team Leader, Strategic communication expert // Strategy Director | Managing Partner @ QUBO Communications**

Ludmila is a strategic communication consultant with 15 years in the field, including communication strategies, media strategies and campaigns, crisis communication strategies and plans, messaging, strong media relations with the regional and national media, promotion and information tools, multimedia materials, organizing events, media campaigns. She has a master's degree in journalism and Communication, as well as experience of teaching government communication at the university. Ludmila has planned and implemented PR and CSR campaigns for clients from the corporate sector, international institutions and organizations, government organizations, but also for the NGO sector. The expert has proven strong communication and negotiations skills in collaboration with donors, diplomatic and international organizations (US Embassy in Moldova, WHO, EBRD, UNODC, UNDP, USAID CEED II project, USAID BRITE Project, etc.), as well as with representatives of public institutions (National Bank of



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Moldova, AGEPI, Government) and private sector associations (ONVV, APIUS, FIA, ANTRIM, etc.). Since 2013 Ludmila runs businesses in communication, developing her abilities in management (administrative, personnel, financial, project).

### **Irina CALIMAN – PR & Media Relations Specialist, copywriter // Media Director | Partner @ QUBO Communications**

Irina has 12 years of experience in working in (with) the media – she was a reporter and a TV anchor, as well as a media coordinator. Irina has the knowledge of the national media, specifics of editorial policies and profiles of the media institutions, this contributing to a good relationship with the media for the purpose of promoting the correct messages of our clients in the best manner. She has collaborated with reporters from renown international media outlets, cultivating important relations and learning to select information of interest for external environment and media. Working alongside journalists from Romania and USA at the news department of a national TV network has contributed to the development of necessary skills for a specialist in communication and Public Relations in a digital era: working in fast pace, flexibility in reporting on topics of high interest, adaptability in crisis situations, finding the best solutions, as well as meticulous research and adapting the messages for the target audiences. Irina is also a lecturer at the Faculty of Journalism and Communication Sciences within the State University of Moldova (USM), as she believes that the education of the next generations of specialists is a joint effort of educational institutions, the private sector and students.

### **Mariana GALESCU – Copywriter, Editor & Video Producer // Creative Director | Partner @ QUBO Communications**

Mariana is an appreciated PR specialist, copywriter and video storyteller. Education and training in the country and abroad, as well as working in international companies have redefined her style, giving it clarity and depth. With over 15 years of significant and progressive experience in media, marketing and PR, journalism, copywriting, television and video production, she is always looking for the perfect wording and visual formula that ideally plays the thought and correctly conveys the message. In her position of Creative Director, she performs a wide variety of activities, including developing creative concepts, copywriting and content writing, handling promotional campaigns, writing scripts, video production, video, text and visual testimonials, editing and translating copy,



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working with social media, training junior copywriters. A rich journalism experience in print and TV media has enhanced and educated her ability to research, to analyze information, to formulate thoughts clearly and precisely, which proved to be of great value in the communications field. Her professional pathway and her passion for languages have fostered an outstanding level of expertise within the communication industry and excellent linguistic skills.

### **Dina IVANOV - Copywriter, Marketing manager // Development Director | Partner @ QUBO Communications**

Dina is a professional communications specialist with over 12 years of experience in the field. This allows her to deliver and measure strategic commercial communications campaigns centered on customer's portfolio. She works closely with key business teams and product managers to define audiences, craft high-impact value proposition messaging, create success stories, develop thought leadership positioning, and collaborate with team peers to amplify messaging through all relevant channels, while customizing according to specific needs. She has experience in designing Communication Strategies to help institutions communicate effectively and meet core organizational objectives. Dina was a part of working team for creating communications strategies for important organizations and public institutions of the country, such as The Agency of Investments in Moldova, TEKWILL Project, State Agency of Intellectual Property, "TwentyTu" Project and others. In 2018, she performed as a consultant in the "Strengthening strategic communications capacity at central Government level" Project, where she was responsible of conducting the research process to audit the communication capacity of the Moldovan Government and subsidiaries institutions. Based on the research, working team created the document that helped the Government to target the relevant audience and to build awareness and understanding of reforms, and, crucially, to improve awareness from the citizens for rationale behind the decisions it makes. Dina is internationally certified in developing CSR projects and strategies; her capabilities being recognized by Kedge Business School of Marseille. She has experience in media relations and is familiar with the TV field, where she performed as a reporter. She had various editorial tasks: reporting on governmental current affairs, designing concepts of themed TV campaigns, live reporting on main story of the day.



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**Laura ANDROS – Copywriter & Communication Project Manager // Copywriter and Social Media Specialist @ QUBO Communications**

Laura is a copywriter with valuable background in television and communication. Having studied in 4 countries, she has widened her views on creativity, cultural aspects and has found inspiration for creative content traveling all around the globe.

She started working as a young reporter at the national TV channel since she was 11 years old, and before turning 18 she has performed, alongside the production team, more than 100 reportages on various topics for children, wrote and conducted interviews and live shows. Later she slightly changed her focus to communication and PR and has concentrated all her efforts and energy to stand out and prove her ambition, resilience, and abilities to multitask, delivering quality content on time. In her position, Laura is responsible for managing social media accounts for various clients, writing social media posts, articles, interviews in both Romanian and English.

Laura possesses excellent communication skills and can communicate effectively with the clients and the team, efficiently conveying and receiving messages in person as well as via email and social media.

**Victoria ADAM – Copywriter // Copywriter and Communication Project Manager @ QUBO Communications**

Victoria is a copywriter, PR and social media specialist. Relevant education in the field of media, communication and participation in creative writing workshops provided fluency and dynamism to her writing style. With over 7 years of significant experience in the print media, online and non-governmental organizations, Victoria has gained a variety of skills in both the writing and management processes.

In her position, she carries out various activities, including research activities, writing texts, managing pages on social networks, managing media relations and activities of PR campaigns.

Her experience in written and online media increased her ability to document, analyze, interview, formulate thoughts and express coherently. Experimenting with various ways of writing – from short texts to long reads, interviews, testimonials have determined her to be flexible and open to various trends in communication.



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Working in the field helped her to understand people's needs, to discover the depth of social problems and to look for quick solutions – useful skills in approaching communication processes and relationships. Her experience in project management in non-governmental organizations has deepened her organizational, cooperative, and operational capabilities.

### **Iana FURTUNA – Copywriter // Copywriter and Media Relations Specialist @ QUBO Communications**

Iana is a copywriter specialized in Romanian copy and she handles media relations for QUBO clients. Her Bachelor's in Journalism and Communication allowed her to obtain valuable knowledge in the field, and the Master's in Media Management formed her ability to efficiently manage various types of initiatives. Her 5 years of experience in media and communication have given her significant expertise in the field of content writing, video production and media relations.

The broad experience in TV journalism increased her ability to write clearly and to research extensively, before writing valuable texts, interviews, testimonials, stories. As a journalist on social issues, she learned directly from people about the needs and problems they face, which has greatly developed her communication skills.

As a copywriter of texts about the Information Technology industry, she has conducted media campaigns and write testimonials about heroes from the fields of Fintech, AgTech, MedTech, EdTech and STEM disciplines, effectively strengthening her digital capacity and skills, but also working in the online environment. Iana speaks Russian and French, which allows her to research the foreign market in the field and offers her the opportunity to get information from international resources.

### **Diana GĂLESCU – Copywriter (RO&EN) // Copywriter and Content Project Manager @ QUBO Communications**

Holding a Bachelor in English Language, Diana is an efficient copywriter both in Romanian and English, experienced in writing texts for a wide range of domains and niches. She also translates the materials made by the team (texts, articles, interviews etc.) to English. Besides writing and translating, she successfully manages social media, newsletters and other digital content projects.

Her additional degree in Psychology promotes a deep understanding of the human behavior, gives her multiple perspectives and enhances her creativity. This translates into the originality and authenticity of the texts she writes and the ideas or concepts she comes up. Diana has a significant experience in sales and the remarkable results she has obtained impelled her to continuously

learn as much as possible in order to overcome herself. This helped her truly see people's needs and quickly find solutions to any situation.

She has always been a lover of foreign languages, Russian being her 3<sup>rd</sup> language, and also proving a great determination to enrich her French and Italian language skills.

### **Mariana DOLDIER – Copywriter & Editor RO/RU // Editor and Copywriter RO/RU @ QUBO Communications**

Mariana is an editor and copywriter in Romanian and Russian languages. Her bachelor's and master's studies in Philology defined her writing style, which stands out for its accuracy, clarity, and persuasion.

Her writing skills were amplified by various training courses in the field of copywriting, which determined her ability to write compelling and captivating texts.

As an editor and copywriter, she edits the texts in Romanian and Russian produced by the team of copywriters. She also writes texts for posts for Social Media, press releases, slogans – all in a correct and captivating manner.

Her passion for reading continuously improves her writing and expression style.

She has over 10 years of experience working in a telecommunications company, which has cultivated her excellent communication, negotiation, and crisis management skills.

Mariana speaks fluent Russian and French, which broadens her comprehension and the research horizon of various sources of information for the field in which she works.

### **Ilinca STINCA – Copywriter, Video Producer // Video Producer @ QUBO Communications**

Ilinca is a producer, screenwriter, and video director with 12 years of experience in the production of audiovisual material, as well as a constant generator of creative ideas.

After graduating from the Academy of Arts (AMTAP) in Chisinau, specializing in Multimedia, she gained experience in television studios, advertising agencies, but also in private companies, where she was assistant director and production, took care of set design and costumes, organized castings to select the right actors for certain roles, but also conducted content marketing campaigns on Social Media. She also wrote screenplays and directed videos for artists from Moldova and Romania.

As a reporter, she developed advanced skills in communication and approaching people for interviews, but also in formulating relevant and accurate questions.

She has developed her managerial skills by leading complex teams, both on television (as a TV show producer) and on the set of various video productions.

### **Roman BURLACU – Graphic Designer // Head of Design @ QUBO Communications**

His studies in Graphic Design, Design & Polygraphic Technologies, Information Technologies and Technology Design, as well as his extensive 10 years' experience, recommend him as a creative designer with the formed taste and abilities allowing him to develop clear and effective designs, following the latest graphics trends, giving life and personality to the ideas, concepts, projects, multimedia tools, marketing/advertising materials and events signed by QUBO. Withing QUBO Communications team Roman has managed large branding, visual identity, and visual style projects, some of his latest works including: the visual restyling of the Medpark International Hospital brand; the visuals for the „Local Currency” event by European Fund for Southeast Europe (EFSE); all graphics for Heritage International School over the past 5 years; the visual concept of the “Cum te simți azi” (“How Are You Today?”) campaign promoting mental health services, implemented by the World Health Organization in Moldova.

### **Valentina DOBROVOLSCHI – Event Manager // Strategic Event Planner & Consultant @ QUBO Communications**

Valentina knows what it takes, from A to Z, for a successful event. Organized and meticulous, plans in detail every stage of preparing and conducting conferences, meetings, trainings, and other successful events. Has almost 10 years' experience in event organizing and proven excellence of working with a range of local and international clients across the public sector, private sector and third sector, such as: WHO, UNICEF, OSCE, UNODC, UNDP, National Bank of Moldova, etc. Valentina plans and organizes events from start to finish in accordance with client's requirements. She takes on a vast range of responsibilities: selecting venues, preparing for the event, setting everything up, coordinating various suppliers to provide the event with security, lighting, displays, sound equipment, stages, parking, food, and drinks, etc. She makes sure that each event is the best it can possibly be, managing everything in the most efficient and cost-effective way, while still ensuring that the event has the necessary “wow factor”.