

Name	Cristian Saulea
Nationality	Moldovan
Language Skills	Romanian - Native Russian - Fluent French - Fluent English - Intermediate
Education	1) Bachelor's Degree in Communication and Public Relations, Moldova State University, Republic of Moldova. 2) Degree in Communication, Institut des sciences de l'information et de la communication, Michel de Montaigne
Current Position	Managing Partner at Parsec
Employment Record	
<p>From: March: 2016 To: Present Employer: "SCP Parsec" S.R.L. Positions held: Co-founder and Managing Partner.</p> <ul style="list-style-type: none"> - Managing company's client's communication and marketing campaigns; - Creating press releases, speeches and public statements; - Leading the generation of online content that engages audience segments; - Managing the development, distribution, and maintenance of all print and electronic materials; - Driving corporate strategy and message development for company's clients; - Developing branding initiatives; - Internal communication and external media relations; - Hire and train PR assistants for the company's clients. - Developed the communication strategy for the EDMITE Project, Competition Council and other international organizations; - Conducting analyses of media outreach for various clients, including for Swiss Development and Cooperation. 	
<p>From: May 2017 To: October 2017 Employer: EU Delegation to the Republic of Moldova. Positions held: Junior non-Key Expert on Media and Public Relations Component. Delegation of the European Commission to Moldova Project Support to the Competition Council – Moldova</p> <ul style="list-style-type: none"> - Support to the improvement of public awareness among competition framework stakeholders for the purpose of improving competition culture in the Republic of Moldova; - Development and maintenance of public relations with media/press professionals, journalists, communication and marketing specialists, social media experts and event organisers for the organisation of various activities of public awareness and advocacy; 	

- Support for event management for external stakeholders (media, businesses, universities, civil organisations etc.) including the organisation of seminars, roundtables, conferences, meetings of all kinds;
- Developing the Communication Strategy of Competition Council in the scope of this assignment;
- Managing media relations with relevant outlets and publishing intermediation;
- Production of press invitations and press releases;
- Conducting Media and Public Relation training for employees.

From: Oct 2015 To: December 2015

Employer: German Development Agency and General Secretary of Government

Positions held: Communication Expert.

- Crisis communication;
- Evaluation of internal communication;
- Speech writing;
- Maintaining media relations and production of press invitations and press releases;
- Developing media campaigns;
- Managing the development of a new website and ensuring the content management.

From: July 2010 To: August 2015

Employer: Moldovan Government & Political Parties

Positions held: Communication Expert and Advisor.

- Developing and implementing Communication strategies, both during the electoral periods and between them;
- Providing trainings and workshops on institutional and political communication for the staff, deputies, ministers and territorial organizations of the parties;
- Developing support materials for election campaigns, strategies, message boxes
- Coordinating the development of promotional materials (TV commercials, flyers, newspapers, websites, and social media);
- Speech writing (for deputies, ministers, heads of departments) and developing communication guides for political candidates;
- Maintaining media relations and communication (interviews, talk-shows, promotional materials);
- Ensuring media visibility for high level events.

From: March 2010 To: June 2010

Employer: Antena-C

Positions held: Program Director

- Provision of internal trainings for employees in the field of journalism and media appearances;
- Developing the new editorial policy of the radio station;
- Developing the CSR strategy of the radio station;
- Initializing and managing the process of rebranding of the radio station;
- Managing the content and editorial policy change of the radio station.

From: October 2009 To: March 2010

Employer: JurnalTV

Positions held: Head of Communication and Public Relations

- Managing the branding of the JurnalTV Channel;
- Developing and implementing the Communication strategy for the public launch of the TV Channel;
- Organising and managing the high level launch event;
- Developing the detailed Action Plan of the Communication and Public Relations Department;
- Developing and implementing internal communication tools and frameworks;
- Developing the CSR strategy of the company;
- Provision of internal training for employees in the field of strategic and crisis communication, public relations and market positioning.

Relevant Experience

Period	Project or Organization	Job title and/or responsibilities
February 2018 - March 2018	EDMITE Project	Development of the Communication Strategy for the EDMITE Project and Central Electoral Commission.
February 2017 - November 2017	GIZ	Developed and implemented the Communication Strategy for the ATRECO project.
March 2017 - December 2017	Competition Council/EU Delegation	Developed and implemented the Communication Strategy for the promotion of the Competition Council.
March 2010 - June 2010	AntenaC	Re-branding of the radio station
Oct 2009 - March 2010	JurnalTV	Development of the Communication Strategy of the JurnalTV channel.

Reference

Liliana Vițu	Communication Expert - Swiss Development and Cooperation, +37369149217
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Valeriu Pașa	WatchDog Moldova, valeriu.pasha@gmail.com