Victoria MUSTEAŢĂ

victoria.musteata@proimagine.md | I



PROFESSIONAL SUMMARY

- Development of sustainable partnerships with international organizations and strategic partners of Moldova, like UN, USAID, UNDP, UNFPA, as well as the Ministry of Economy and the Ministry of Health, etc.;
- Implementing the concept of business sustainability within Orange Moldova;
- Member of the executive committee of Orange Moldova;
- Development of Orange Foundation activity in Moldova and implementation of more than 65 large scale projects up until now;
- Member of the ORANGE Moldova Foundation Board;
- Promotion of the CSR concept in Moldova according to European standards and implementation of CSR projects for the Proimagine clients and within Orange Moldova company;
- Orange Stakeholders Dialog the first interviewing of stakeholders project regarding the vision on CSR activities of the company and adapting the CSR strategy according to the opinions and solicitations of the interviewed stakeholders;
- Promotion of the concept of publications edition measurement in the RM and support to the creation of the Audit Bureau of Circulations in RM;
- Support in creation and development of the Association of Specialists in Public Relations and Communication in RM;
- Orange Moldova project manager of the Eurovision national song contest in the period: 2008-2011;
- Organization of national, large scale events such as concerts with the participation of: Lara Fabian, Sara Conner, Scorpions, Goren Bregovic, CesariaEvora, Chisinau City Day, Orange Cinema, etc;
- Internal company project on voluntary participation "We care". Developing the voluntary participation spirit of Orange employees.

WORK EXPERIENCE

Founder / CEO - PRoimagine I 2013 - current

Responsabilities:

- Managing all the company activities and projects;
- Elaborating company's development strategy;
- Developing ideas, concepts and project proposals for existing and potential clients;
- Managing strategic communication processes with clients;
- Tracking company performance.

Head of Corporate Communications & CSR Orange Moldova - ORANGE MOLDOVA I 2006 - 2023

- Development and coordination of communication activities, sponsorship projects, PR, organization of internal and external corporate events, CSR and philanthropic projects of Orange Moldova and Orange Moldova Foundation;
- Analysis of the NGO and international organizations sector, and identification of new partners;
- Project development according to Orange brand guidelines and the corporate strategy of France Telecom Group - Orange;
- Selection of providers for PR, CSR and commercial event organization, selection of artists and external specialized partners;
- Negotiation of budgets presented by service providers.

Secretary of the "Orange Moldova" Foundation, member of the council – ORANGE MOLDOVA FOUNDATION I 2009 - current

- Coordinating the activities of "Orange Moldova" Foundation;
- Developing the plan of activities of the Foundation; Managing the budget of the foundation;
- Ensuring the management and monitoring of the projects;
- Analysis of the NGOs and international organizations, identifying collaboration partners;
 Creating the communication and PR strategy of the Foundation;
- Ensuring the visibility of the projects;
- Maintaining and developing of partnerships with national and international organizations.

President - Audit Bureau of Circulations in RM (BATI) I 2009-current

- Participation at the development of the BATI plan of activities and its approval;
- Chairing the BATI meetings;
- Participating and chairing BATI General Meetings.

Counselor in the General Mayor of Chisinau apparatus - Chisinau Town Hall I 2004

- Development of the PR strategies; Analysis of media;
- Copywriting; Official messages;
- Media management.

First State Counselor, Chief of the Press Service of the Government, I qualification level, RM State Counselor of III class – Government of the RM I 2001-2003

- Coordination of PR strategies of the Government;
- Media management;
- Counseling to the Prime Minister on Public
- Speaking, Image, Protocol etc.;
- Writing speeches for public events;
- Coordination of PR activities during official visits abroad of the Prime Minister and coordination of public events.

First Consultant within the Press Service of the RM President - RM Presidency I 1999-2001

- Development of the visibility strategy for the president in media;
- Production of TV materials; Writing press releases; Media management;
- Media monitoring.

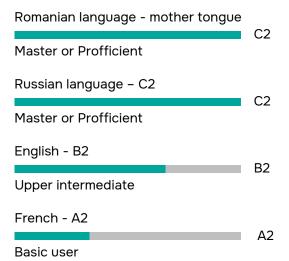
Editor, Department of TV News and Journalism - "Teleradio- Moldova" State Company I 1996-1999

- Special reporter at the RM Parliament, RM Presidency and RM Government;
- Special reporter in the Transnistrian region; Presenter of "The Parliament Hour" TV show

EDUCATION & TRAININGS

- International School of Communications, "Advanced Event Management", Romania, November 2016
- International School of Communications, "Advanced Communications and PR strategy", Romania, November, 2016
- Ascedis, "Corporate Communication", Romania, April, 2015
- Orange Moldova, "Management of the changes", Moldova, March, 2016
- Orange Group, "How to motivate people", Madrid, Spain, June 2014
- "DC Communication" Agency, "Corporate PR", Romania, January, 2013
- Orange Group, "Public speaking", Poland, September 2013
- Orange Group, "Social-Corporate Responsibility and Corporate Philanthropy", Poland, September 2013
- Orange Group "Dialogue with the stakeholders", Vienna, Austria, December 2011
- Orange Group, "Social-Corporate Responsibility and Corporate Philanthropy", Paris, France.
 June 2011
- Orange Group, "Development of managerial skills, Public Speaking", Paris, France. June 2011
- Orange Group, "Social-Corporate Responsibility and Corporate Philanthropy"Paris, France.
 June 2010
- Russian Agency MIR, Moscow, Russia, March April 1998
- NATO, "Partnership for Peace" Program, USA, North Carolina. June July 1997
- Pedagogical University "Alecu Russo", Balti, Moldova (1991-1995). License diploma in Romanian and Latin languages.

LANGUAGE ABILITY



Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user: Common European Framework of Reference for Languages.

REFERENCES

- Ludmila Climoc, General Manager Orange Romania <u>Ludmila.climoc@orange.ro</u>
- Veronica Arpentin, National Manager EBRD/BASEBRD ArpintiV@ebrd.com
- Olga Schiopu, General Manager Medpark International Hospital, President of UIMSP olga.schiopu@medpark.md
- Dumitru Cozmolici, Director Up Moldova dcozmolici@upmoldova.md
- Ludmila Stratura, HR Director Purcari Wines <u>l.stratuta@purcari.wine</u>.

Eduard RABII

eduard.rabii@proimagine.md | +373 67452117



EDUCATION

- State University of Moldova, Faculty of Mathematics and Computer Science, Chisinau, Republic of Moldova. 2000 - 2004 (Bachelor's Degree in Information Management)
- College of Law and Informatics, Chisinau, Republic of Moldova. 1997 2000 (Bachelor's degree in social sciences and humanities)

TRAININGS

- Creative Business Management, Romania, November 2017 (Certificate of participation in the course "Social Media Smart Training")
- DSpirit graphic design school, Chisinau, November 2015- March 2016 (Certificate of participation in the intensive course "Graphic Design")
- School of Business Communication, Chisinau, Republic of Moldova, May 2013 (Certificate of participation in the course "High Marketing School")
- Vanar-Com, Chişinău, Republic of Moldova, August 2012 (Certificate of participation in the "Intensive Design Course")
- Visa International School, Moscow, Russia, February 2012 (Certificate of participant in "Visa First" training course)
- ROL Consulting, Romania, November 2010 (Certificate of participant in the "Online Advertising" course)
- School of Business Communication, Chisinau, Republic of Moldova November 2008 (Certificate
 of participant in the training "Modern Marketing: marketing management at first hand")

WORK EXPERIENCE

Project Management Director - "Proimagine" SRL I 01.04.2017 - present

- Developing and implementing project management policies, procedures, and best practices to ensure successful project delivery;
- Leading a team of project managers and providing guidance, mentorship and coaching as needed;
- Setting project management standards and ensure compliance throughout the organization;
- Managing resource allocation across multiple projects and ensuring that resources are used effectively and efficiently;
- Identifying and mitigating project risks and developing contingency plans;
- Managing project budgets and ensuring that financial goals are met;
- Communicating with stakeholders and ensuring that project objectives are aligned with organizational goals;
- Tracking project progress, reporting on key performance indicators, and taking corrective action as needed:

- Identifying opportunities for process improvement and implementing changes to increase efficiency and effectiveness;
- Act as a liaison between the project teams and the senior leadership.

Project Manager - "Proimagine" SRL I 01.10.2014 - 01.04.2017

- Developing project timelines and budgets, and ensuring projects are completed on schedule and within budget;
- Managing and coordinating the work of project teams, including creative, strategy, and production teams;
- Communicating with clients to understand their needs and goals, and ensuring their satisfaction with the project deliverables;
- Managing the day-to-day aspects of projects, including monitoring progress, identifying and resolving issues, and making adjustments as necessary;
- Providing leadership and guidance to project teams and mentoring junior team members;
- Leading the new business development efforts to acquire new clients and projects;
- Act as the main point of contact between the agency and the client, ensuring the client is informed of all project developments;
- Evaluating project success and identifying areas for improvement.

Communication Manager, C.B. Mobiasbanca - GroupeSocieteGenerale S.A. I 01.06.2012 - 01.09.2014

- Coordinating advertising activities (promotional campaigns, product launches, BTL, etc.);
- Supervising the creative process, working with advertising agencies/contractors and overseeing the tasks implemented, post-campaign analysis;
- Developing promotional materials: leaflets, brochures (design, layout);
- Coordinating print, media placement, outdoor, indoor;
- Management of the visual identity of the bank's units;
- Updating the corporate website, managing internet advertising campaigns;
- Organising and coordinating the preparation of corporate events

Product Manager, C.B. Mobiasbanca - GroupeSocieteGenerale S.A. I 01.01.2012 - 01.06.2012

- Developing product strategies and roadmaps, and working with cross-functional teams to bring new products to market;
- Defining product requirements, and working with technical teams to design and develop new products;
- Creating and executing marketing plans to promote new products and services;
- Analyzing sales and revenue data to track product performance and make adjustments as needed;
- Communicating with internal stakeholders, such as sales, marketing, and operations teams, to ensure that products are delivered effectively and efficiently.

Brand and product management specialist, MOLDTELECOM S.A I 01.09.2006 - 01.12.2011

- Development of the marketing mix for Moldtelecom brands (mobile telephony, VAS services);
- Coordinating promotional campaigns, supervision of the creative process, collaboration with advertising agencies/contractors and supervision of implemented tasks);
- Copywriting, preparation and proofreading of advertising materials, creation of message for clients (news, text flyer/guidebook/brochures, web content, banners, outdoor, PR in RO, RU);
- Updating corporate website, managing internet advertising campaigns.

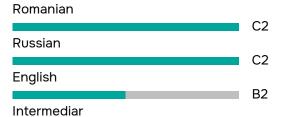
Head of sales department individuals, I.M. Telemedia Group S.A I 01.01.2001 - 01.09.2006

- Organisation and coordination of the work of the section;
- Development of actions to increase customer numbers and sales;
- Managing sales and projects for large corporate clients.

Corporate Client Services Manager, I.M. Telemedia Group S.A I 01.10.2004 - 01.01.2006

- Initiating and negotiating with corporate clients;
- Contracts and coordination of project implementation;
- After-sales services for clients, credit control.

LANGUAGE ABILITY



Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user: Common European Framework of Reference for Languages

- Argumentation and persuasion skills;
- Punctuality;
- Good communication skills;
- Analytical and critical thinking skills;
- Ability to find solutions and make decisions quickly;
- Creativity;
- Ability to collaborate and negotiate;
- Flexibility;
- Organisational, coordination and planning skills for activities/events.

Mihaela BUŞILĂ

mihaela.busila@proimagine.md I +373 68803534



EDUCATION

- Master, Faculty of Law, USM, Chisinau (Republic of Moldova), 2018 2020
- Bachelor, Faculty of Journalism and Communication Sciences, USM, Chisinau (Republic of Moldova) 2015 - 2018
- IP High School "Ion Pelivan", Razeni, Ialoveni (Republic of Moldova), 2012 2015
- Cigârleni Gymnasium, Cigârleni, Ialoveni (Republic of Moldova), 2003 2015

TRAININGS

- Business Academy Public Relations Course 05.12.2022 present
- Diction course "Six Saxons in six sacks", trainer: Carmen Ivanov 01.03.2018 30.03.2018

WORK EXPERIENCE

PR Coordinator - "Proimagine" SRL I 25.11.2019 - prezent

- Video production;
- Writing scripts for video material;
- Writing press releases, press invitations;
- Media relations;
- Writing textual content;
- Writing monthly, quarterly and annual reports;
- Implementing communication strategies;
- Communicating and cooperating closely with clients;
- Making offers to clients;
- Participating in and coordinating events.

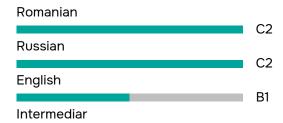
Journalist, GMG Production, Prime TV (Republica Moldova), October 2018- October 2019

- Reflecting social events;
- Identifying topics of public interest to viewers;
- Making reports, interviews;
- Conducting journalistic investigations;
- Writing and conceptualising scripts for programmes;
- Writing journalistic materials;
- Voice over;
- Broadcasting.

Journalist, IPNA "Teleradio-Moldova", Redacția Actualități Radio (Republica Moldova), October 2017-October 2018

- Reflecting socio-political events;
- Identifying topical subjects of public interest;
- Making reports, interviews;
- Voice Over;
- Reporting, live broadcasts of events.

LANGUAGE ABILITY



Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user: Common European Framework of Reference for Languages

- Writing and communication skills acquired through work experience and active involvement in volunteer activities, community development projects during the student years;
- Crisis management skills;
- Management skills and ability to prepare tenders/payment accounts based on services rendered;
- Skills in dealing with possible situations;
- Professional approach to field filming at events;
- Punctuality;
- Resistance to stress;

Alexandrina CHIRTOACĂ

alexandrina.chirtoaca@proimagine.md I +373 69984245



EDUCATION

- Faculty of Journalism and Communication Sciences, USM, Chisinau (Republic of Moldova)
 01.09.2016 20.06.2020
- IP Theoretical High School "Universul", Chisinau (Republic of Moldova) 01.09.2004 -31.05.2016

TRAININGS

- Business Academy Public Relations Course 05.12.2022 present
- Course "First steps in social media", trainer: Dumitru Talmazan 01.04.2022 05.05.2022
- Diction course "The Art of Speaking", trainer: Radu Tărîță 01.10.2018 02.11.2018
- Project "School of Young Journalists", Chisinau (Republic of Moldova) 04.02.2017 -26.02.2017

WORK EXPERIENCE

PR Coordinator - "Proimagine" SRL I 20.06.2022 - prezent

- Making the video concept;
- Filming and coordination of the video shoot;
- Writing and editing scripts for the video;
- Coordination of the video editing phase and coordination of the videos with the client;
- Writing and editing social media posts;
- Writing and editing press releases and press invitations;
- Ensuring visibility of events in the media.

Editor/ Correspondent, International News Agency Sputnik Moldova I 09.11.2020 - 25.02.2022

- Researching, documenting and writing news and features for placement on the Agency's website;
- Writing and editing journalistic material;
- Editing videos.

Correspondent, Publika TV, Chișinău (Republica Moldova) I 01.02.2018 – 14.10.2020

- Researching, documenting and writing news and features for news journals;

- Writing and editing journalistic material;
- Editing videos;
- Reporting live events;
- Coordinating the filming.

Internship, 10TV, Chişinău (Republica Moldova) I 01.09.2017 - 29.10.2017

Writing and editing news stories for the news journal.

Volunteer/coordinator, National Youth League of Moldova, Chişinău (Republica Moldova) I 01.08.2017 – 15.11.2017

- Carrying out projects with members of the League's Journalists' Club;
- Organisation of events involving volunteers;
- Promote the League's activities by producing materials and placing them on the website and social networks .

Internship, Newspaper "TIMPUL de dimineață", Chișinău (Republica Moldova) I 01.05.2017 – 31.05.2017

- Searching for newsworthy topics;
- Production of journalistic material.

Volunteer, Journalists Club of the National Youth League of Moldova, Chişinău (Republica Moldova) I 21.02.2017 – 01.03.2018

- Organisation of events (Journalism Forum, 1st edition);
- Participation in various trainings involving journalists in the country.

LANGUAGE ABILITY



Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user: Common European Framework of Reference for Languages

- Ability to identify news or feature stories and be able to document them;
- Ability to search for sources needed to produce journalistic material;
- Punctuality;
- Good communication skills acquired through my experience as a volunteer in national NGOs
 Ability to produce journalistic material from the field, but also from the newsroom, watching
 online conferences or talking to sources on the phone;
- Analytical and critical thinking skills;
- Ability to find solutions and make quick decisions;

- Creativity. Ability to create new media products;
- Ability to collaborate and negotiate;
- Emotional intelligence. Ability to control personal emotional states and the ability to understand the states of others;
- Flexibility. I adapt easily to circumstances;
- Ability to manage time and set priorities;
- Organisational skills, coordination and planning of activities/events;
- Teamwork skills;
- Digital skills at independent user level;
- Good working experience with Microsoft Office (Word, Excel, Power Point), Photoshop, Adobe InDesign, Canva, etc.

Marcelina ELPUJAN

marcelina.elpujan@proimagine.md I +373 79797888



EDUCATION

Technical University of Moldova (2000)
 Bachelor's degree: clothing designer

TRAININGS

- Adobe Creative Suite (Photoshop, Illustrator, CorelDraw (Vanar Center)
- Website of HTML and CSS (Vanar Center)
- Seo optimization and promotion of sites (Vanar Center)
- Digital Marketing (Talmazan School)
- Digital Photography nivelul I (Fotomax)
- SMM management (Talmazan School)
- Fashion English (ZipHouse)

OTHER EXPERIENCES

- Co-founder of the Association "Art, Craft and Tradition", where I organized the 1st and 2nd edition of the Folklore Festival "Frunza Nucului".
- Entrepreneurial experience founder in 2017 of a family business mini-production of home textiles from natural fabrics NATAHOUSE
- Elaboration of the Technical Documentation for the Military Uniforms complex for the Ministry of Defence.

LANGUAGE ABILITY

Romanian language - mother tongue		
Master or Profficient	C2	
Russian language - mother tongue	- 00	
Master or Profficient	C2	
English - B1	D1	
Intermediate	ы	

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user: Common European Framework of Reference for Languages

WORK EXPERIENCE

Designer - "PRoimagine" SRL I 2017 - current

- Creation of visual content for Agency clients;
- Creation, production and print preparation of graphic layouts;
- Development of creative concepts;
- Generating ideas for advertising campaigns;
- Cooperation with designers, copywriters, video producers in the development of advertising materials;
- Direct interaction and collaboration with the Agency's clients in the process of the finished product;

Senior Specialist, PR and Communication Section Marketing Department - MOLDTELECOM SA I 2010-2016

- Planning and development of creative concepts with the Marketing Department team, as well as cooperation with advertising agencies in promotional campaigns.
- Creating visual content for advertising campaigns;
- Preparation of visual materials for print;
- Participating in the setting up of dealer shops.

llie JECHIU

buzovko@gmail.com_I



EDUCATION

- National University of Music Bucharest, 2004 2008
- Centre of Excellence in Artistic Education "Ştefan Neaga", 2000 2004
- IP "Onisifor Ghibu" Theoretical High School, Chisinau, 1991- 2000

WORK EXPERIENCE

Image editor, 3D graphic designer - "Proimagine" SRL I 01.12.2019 - present

- Realization of the video concept;
- Editing of videos according to approved scripts;
- Realization of the graphic package;
- Realization of animations and graphic videos.

Video director/editor, GMG Production I 05.05.2015 - 27.12.2020

- Editing video reports
- Editing/editing of eight camera shows
- Graphic design

Video Editor, TRCI MIR, Moscow I 01.02.2013 - 14.11.2015

- Video editing of news, reports for news bulletins and broadcasts

Video editor, 3D graphic designer, "TOP SHOP" I 03.02.2011 - 31.10.2013

- Scenario creation
- Selection of video images
- Editing videos, commercials

LANGUAGE ABILITY

Romanian	
	C2
Russian	
	C2
English	5 4
	B1

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user: Common European Framework of Reference for Languages

- Punctuality;
- Creativity;
- Ability to collaborate and negotiate;
- Flexibility;
- Ability to manage time and set priorities;
- Teamwork skills;
- Digital skills at independent user level;
- Good working experience with Microsoft Office (Word, Excel, Power Point), Photoshop, Adobe InDesign, Canva, Adobe Premiere PRO, Final Cut Pro, After Effects, Photoshop, Illustrator, Audition, Lightroom, DaVinci Resolve etc.

lurie CUŢU

iuriecutu@gmail.com_I +373 79776053



EDUCATION

- State University of the Republic of Moldova
 Faculty of Journalism and Communication Sciences.
- Liceul Teoretic «Lucian Blaga», clasa XII

TRAININGS

MILAP - Make It Like A Pro

WORK EXPERIENCE

"Soros Moldova" | 2021 - 2022

- Mentor
- Consulting and video production \ TV in the field of IT and TV equipment.

Main Cameranam at Alternative Media Association Tv8 | 2017 - 2021

- Image Director
- Studio cameraman
- Cameraman filming

Analitic Media Grup Tv7 | 2006 - 2017

- Cameraman filming
- Studio cameraman
- Head Cameraman

ProTV Chisinau | 2000 - 2006

- Cameraman filming
- Studio cameraman
- Head cameraman

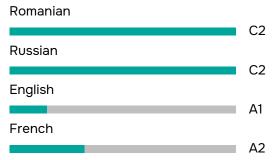
Television studio "Catalan" | 1998 - 2000

- Cameraman filming
- Studio cameraman

State company "Teleradio-Moldova" | 1994 - 1998

- Lighting technician
- TV studio engineer (technical department)

LANGUAGE ABILITY



Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user: Common European Framework of Reference for Languages

- Responsibility & Punctuality;
- Adaptability and flexibility to unpredictable situations that may arise in the field;
- Ability to work efficiently;
- Communication skills;
- Creative thinking within video images;
- Digital skills (Microsoft Office (Excel, PowerPoint, Word advanced level) and Adobe Photoshop
 advanced level;
- Positive attitude;
- Ability to work in a team;
- Attention to detail;
- Dedication;
- Advanced knowledge of filming techniques (video production).

Vitalie CHIRVAS

vitalie.chirvas@gmail.com_I



EDUCATION

- State University of the Republic of Moldova
 Faculty of Journalism and Communication Sciences.
- "LIONS" University Theoretical High School

TRAININGS

- Certificate confirming the photo-based training and skills training course. School "Fotomax".
- Video production training courses. 4th international photo and video production forum.
 March-April 2015

WORK EXPERIENCE

Video operator, PRoimagine I 2017 - present

- Providing video services for agency's events and projects.

Co-founder/ Producer, Chirvas Production I May, 2019 - present

- Providing video services and editing at private events.
- Creation of commercials, promos, broadcasts, interviews, video spots, documentary films.TV studio engineer (technical department).

Production operator, Smart Production I 2019-2020

Video production, commercials

Field operator (cameraman), GMG Production I 2017-2022

- Field operator at PRIME TV channel
- Operator at "Speak Moldova" project

Image editor and cameraman, Axialt TV I 2017

- Editing and editing news bulletins.
- Filming of cultural and social broadcasts.

Cameraman, Promotime.md I 2015-2016

- Video operator at various social events, news and production of commercial clips.

Cameraman, Post production Valand PR&EVENT Agency I 2015-2016

Filming and editing entertainment shows as:
 "Delicate Cuisine", "Fashion Style Beauty", "Health & Fitness" Filming of commercials.

Photojournalist, Unica.md I 2015-2016

- Photographing events organized by Unica.md or being media partner of another event. Photojournalist at various social events.
- Editing photos for publication on the news portal.

Photographer, Videographer, Post Production Hdstudio I 2014-2017

- Director of photography and editor.
- Responsible for the images that the public sees on TV, DVDs and screens.
- Working in the studio, on remote locations, and as part of the post-production team editing and preparing films, television shows and other video productions.
- Working in television, film, music video, sporting events and documentaries.

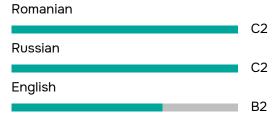
Video operator and post production Rich Look Agency I 2013-2014

- Part of the production team creating video products.

Video operator, GMG, Moldova Are Talent (TV project) I 2013-2014

- Directing and organizing the filming of the project.

LANGUAGE ABILITY



Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user: Common European Framework of Reference for Languages

- Responsibility and Punctuality;
- Adaptability and flexibility to unpredictable situations that may arise in the field;
- Ability to work efficiently;
- Communication skills;
- Creative thinking within video images;
- Digital skills (Microsoft Office (Excel, PowerPoint, Word advanced level) and Adobe Photoshop advanced level;
- Positive attitude;
- Ability to work in a team;
- Attention to details;
- Advanced knowledge of filming techniques (video production);