



ARIANA TROFIM

**International Protocol Expert | Event Director
| Diplomatic Protocol Consultant
Founder & Managing Director, Protocol Group**

EDUCATION

MASTER'S DEGREE IN INTERNATIONAL LAW

State University of Moldova, 2017

BACHELOR'S DEGREE IN LAW

State University of Moldova, 2015

INTERNATIONAL EDUCATION

United Nations Institute for Training and Research – United Nations Protocol, 2024

International Etiquette and Protocol Academy of London (IEPA London) – International Business Etiquette, Cross-Cultural Communication, 2025

The European School of Protocol (United Kingdom) – International Business Protocol, Diplomatic Protocol, 2022

European Academy of Diplomacy (Warsaw, Poland) – Diplomatic Skills, International Negotiations, Leadership and Public Diplomacy, 2021

Riga Graduate School of Law (Latvia) – European Law, International Law, European Union Institutions and Public Policy, 2019

LANGUAGES

Romanian	native
English	C1
Russian	native

INTRODUCTION

📅 01 april 1992

🏠 Chişinău, Moldova

✉️ events@protocol.md

☎️ 00 373 68 844 044

👤 Ariana Trofim

🌐 www.protocol.md

EXECUTIVE PROFILE

Internationally certified Protocol Expert, Project Manager and Event Director with more than **12 years of experience in diplomacy, institutional protocol, international relations, government affairs and executive event management**. Founder and Managing Director of Protocol Group.

Throughout her career, Ariana Trofim has successfully led governmental ceremonies, diplomatic events, international conferences, official state visits and high-level corporate events attended by Presidents, Prime Ministers, Ministers, Ambassadors, CEOs and representatives of international organizations.

She has extensive experience managing complex projects and leading multidisciplinary teams of more than 30 professionals, coordinating logistics, protocol implementation, stakeholder engagement and operational delivery for governmental institutions, diplomatic missions, international organizations and private sector partners.

She served as Event Management Expert within the GIZ Moldova project, contributing to the development of the national university curriculum for Event Management.

Ariana is also the author of the first Institutional Protocol Practical Guide published in the Republic of Moldova and a certified international trainer in protocol, diplomatic etiquette and executive communication.

Her expertise combines diplomacy, protocol, project management, strategic planning, operational leadership and executive event management, ensuring the successful delivery of high-profile projects in accordance with international standards.

KEY STRENGTHS

Government Protocol • Diplomatic Protocol • Executive Event Leadership • Official Ceremonies • International Conferences • VIP & Delegation Management • Team Leadership • Cross-Cultural Communication

CORE EXPERTISE

Protocol & Diplomacy

Institutional Protocol • Diplomatic Protocol • Executive Protocol • Official Ceremonies • VIP & Delegation Management

Leadership & Event Management

High-Level Event Management • Event Leadership • Conference Management • Event Production • Strategic Event Planning • Operational Leadership • Team Leadership

Public Affairs & Communication

International Relations • Government Relations • Public Affairs • Strategic Communication • Public Speaking • Capacity Building • Compliance

PROFESSIONAL APPOINTMENTS

Founder & Managing Director
Protocol Group S.R.L. |

Dec 2024 – Present

Founder and Managing Director of Protocol Group, a consultancy specializing in institutional protocol, diplomatic etiquette, executive training and high-level event management. Responsible for leading multidisciplinary teams, developing protocol strategies, organizing governmental and corporate events, and providing consultancy to public institutions and private organizations.

Event Management Expert (Consultancy)
GIZ Moldova

Feb 2026 – Apr 2026

Contributed to the development of the national university curriculum for Event Management in collaboration with governmental institutions and academic partners.

International Protocol & Etiquette Trainer

Nov 2020 – Present

Deliver specialized training programmes in institutional protocol, diplomatic etiquette, executive communication and official ceremonies for public institutions, universities and private organizations. To date, more than 60 public institutions have participated in the programmes.

Chief Inspector
Customs Service of the Republic of Moldova

Nov 2023 – Nov 2024

Responsible for international cooperation, external relations and cross-border customs fraud prevention, while strengthening collaboration with national and international partners.

Executive Director
Petroleum Companies Association (ACP)

2021 – 2023

Directed the Association's activities, represented its members before public authorities and coordinated strategic relations with governmental institutions, private sector stakeholders and international partners.

Director for Foreign Affairs & Protocol
Bemol Retail S.R.L.

May 2021 – Nov 2021

Managed international relations, corporate protocol, executive communication and the company's institutional image.

Adviser to the Director General / Head of International Cooperation
National Agency for Energy Regulation (ANRE)

Sep 2018 – 2021

Led international cooperation initiatives, coordinated relations with European institutions and regulatory authorities, supported implementation of the EU Association Agreement and represented ANRE in international partnerships and official meetings.

Protocol & External Relations Consultant
Presidency of the Republic of Moldova

Sep 2015 – 2018

Provided protocol support for two Presidents of the Republic of Moldova, coordinating official visits, diplomatic meetings, state ceremonies and high-level international events.

SELECTED INTERNATIONAL & GOVERNMENT PROJECTS

2026

- 100 Years of Civil Aviation of the Republic of Moldova — Project manager & Team Lead
- Magenta Consulting – 20 Years Anniversary — Project manager & Team Lead
- Festive Grant Award Ceremony (Soros Foundation Moldova) — Project manager & Team Lead
- Gala Businessului Moldovenesc — Project manager & Team Lead
- National Exhibition "Produce Autohton" — Project Manager
- National Conference "How Can Moldova Solve the Labour Shortage?" — Conference Director
- Consulting 4 Business Growth Forum (ACAM), MAIB Park — Project manager & Team Lead

2025

- Chişinău Economic Forum — Project manager & Team Lead
- Harvard Business School Online Graduation Ball — Event Director & Protocol Coordinator
- Tripartite Cooperation Agreement Signing Ceremony (Castel Mimi • EBRD • maib) — Protocol Coordinator
- IPA Central Europe Meeting – Chişinău — Event Partner & Protocol Coordinator
- Guinness World Record Ceremony – Largest Ebru Painting — Project manager & Team Lead
- Launch Conference of the UJM Parliamentary Election Observation Mission — Event Director
- International Scientific Conference "Modern Technologies and Information Security" — Event Director
- Italian Creators Delegation Visit to the Republic of Moldova — Delegation & Protocol Lead
- VinOpera International Classical Music Festival — Event Coordination Team Leader
- Official State Dinner (SPPS, 120 guests from 35 countries) — Project manager & Team Lead
- Charity Gala "Broadway Lights of Hope Musical" — Co-Organizer & Event Director

2023

- European Political Community Summit (Castel Mimi) — Protocol Consultant

PROFESSIONAL HIGHLIGHTS

- **12+ years of professional experience** in diplomacy, institutional protocol, international relations and executive event management.
- Coordinated official protocol activities involving **49+ Heads of State** and Government during the European Political Community Summit.
- Delivered specialized training programmes for **60+ public institutions, universities and private organizations.**
- Served as Protocol and External Relations Consultant to two Presidents of the Republic of Moldova.
- Successfully led governmental, diplomatic, corporate and international events attended by Heads of State, Prime Ministers, Ministers, Ambassadors and senior executives.
- Directed international projects involving official delegations and participants from **over 35 countries.**
- Founder and Managing Director of Protocol Group, a consultancy specializing in institutional protocol, executive etiquette and high-level event management.
- Author of the first Institutional Protocol Practical Guide published in the Republic of Moldova.

TRUSTED BY

Government & Public Institutions

Presidency of the Republic of Moldova • Parliament of the Republic of Moldova • Government of the Republic of Moldova • State Chancellery • Ministry of Foreign Affairs • Ministry of Internal Affairs • Ministry of Infrastructure and Regional Development • Customs Service of the Republic of Moldova • National Agency for Energy Regulation (ANRE) • Central Electoral Commission • Court of Accounts • Intelligence and Security Service (SIS) • State Protection and Guard Service (SPPS) • Chamber of Commerce and Industry of the Republic of Moldova • Agency for Intellectual Property (AGEPI) • Union of Jurists of Moldova

International Organizations & Diplomatic Partners

NATO Liaison Office in the Republic of Moldova • GIZ Moldova • United Nations Development Programme (UNDP) • European Bank for Reconstruction and Development (EBRD) • Norwegian Embassy Office in Chisinau • Soros Foundation Moldova • IPA Central Europe

Corporate Clients & Strategic Partners

maib • Moldindconbank • Orange Moldova • Magenta Consulting • Castel Mimi • Cricova • Moldelectrica • Chişinău International Airport • Harvard Business School Online • Foreign Investors Association (FIA) • Noah & Partners • MRG Moldova Retail Group • Inotek – EU Innovation Centre Cahul • Proimobil • DVV Show • CNED • ELSA Moldova • Foundation Constantin Mimi • ACAM

MAJOR ACHIEVEMENTS

- Founder and Managing Director of Protocol Group.
- Event Management Expert for GIZ Moldova.
- Consultant for the European Political Community Summit.
- Author of the first Institutional Protocol Practical Guide in the Republic of Moldova.
- Delivered protocol training for more than 60 public institutions.
- Consultant for two Presidents of the Republic of Moldova.
- Team Leader for governmental, diplomatic and international events.
- International award winner in Protocol & Etiquette.

PUBLICATIONS & AUTHORSHIP

Institutional Protocol – Practical Guide (Romanian Edition)

Author. First practical guide on institutional protocol published in the Republic of Moldova, providing comprehensive guidance on diplomatic protocol, official ceremonies, institutional etiquette and interinstitutional cooperation.

ISBN: 978-9975-3266-4-3

Institutional Protocol – Practical Guide (Russian Edition)

Author. Russian-language edition of the guide, developed to promote international protocol standards and best practices among Russian-speaking professionals in diplomacy, public administration and business.

ISBN: 978-5-88554-372-9

Both editions are used as practical reference materials in protocol training programmes delivered to governmental institutions, universities and private sector organizations.

PROFESSIONAL MEMBERSHIPS

Member – **International Union of Protocol Professionals (UIPP)**

Member – **Association of Corporate Affairs Managers (ACAM)**

AWARDS

International Union of Protocol Professionals (UIPP)

Awarded by the International Union of Protocol Professionals (UIPP), Moscow, **for outstanding contribution to the development and promotion of the protocol profession.**



NICOLETA COROLEȚCHI

EVENT PLANNER

EDUCATION

STUDENT	2024– present
“Communication and PR”	
BACCALAUREATE	2016– 2024
Lyceum “Vasile Vasilache”	
DEGREE IN VIOLIN AND PIANO	2014– 2022
Music school “Maria Bieșu”	

SKILL

creativity	management
critical thinking	communication
teamwork	leadership

LANGUAGES

Romanian	100%
English	90%
Russian	80%
Turkish	30%
French	15%

INTRODUCTION

📅 8 September 2005
🏠 Chișinău, Moldova
✉ coroletchi.nicoleta@gmail.com
☎ +373 690 578 55
🌐 linkedin.com/in/nicoletacoroletchi
📁 portfolio: <https://bit.ly/3Ry6ary>

ABOUT ME

Hi. I'm Nicoleta Corolețchi.

Sociable and open-minded, with strong leadership skills, eager to tackle challenges and make meaningful contributions to your team.

WORK EXPERIENCE

PROTOCOL GROUP

Protocol & Events Coordinator (2025 – present)
Protocol Group is the leading provider in the Republic of Moldova for organizing protocol and business events, offering premium services and customized solutions for each client. With extensive experience collaborating with public and private institutions, we ensure that every event is executed to the highest standards of professionalism and elegance.

My role:

I coordinate official and diplomatic events with precision and professionalism, ensuring flawless execution and strict adherence to protocol standards.

MOLDOVAN YOUTH ORCHESTRA

PR & MEDIA SPECIALIS (2024 – present)

The Moldovan Youth Orchestra is one of the most renowned cultural organizations in the Republic of Moldova, representing the country through concerts, international tours and high-profile cultural events.

My role:

I manage the organization's social media platforms (Instagram and Facebook), develop and implement digital communication strategies, I create, schedule and publish visual and written content for concerts, festivals and cultural projects, I produce real-time content during concerts, rehearsals and official events, I coordinate photo and video production for promotional campaigns, I collaborate with musicians, conductors, media representatives and partners, I monitor social media performance and audience engagement, I support branding and communication activities to strengthen the organization's public image.

ADDITIONAL WORK EXPERIENCE

YEP! MOLDOVA

Volunteer, Video editor (2022 – present)

Yep! Moldova is an organization dedicated to supporting entrepreneurship, innovation and early-stage startups through educational programmes, networking events and community initiatives.

My role:

I film and edit promotional videos for educational programmes, startup events and community initiatives, I create engaging content for social media platforms, I provide on-site support during conferences, workshops, hackathons and networking events, I assist with event logistics, participant registration and coordination, I support the organization of startup competitions, training sessions and public events, I collaborate with the communications team to develop promotional materials, I capture interviews, testimonials and event highlights, I contribute to the promotion of entrepreneurship and innovation initiatives, I support the planning and successful delivery of community events from preparation through execution.

SAY IT HUB

Content Manager (2024 – present)

Say It Hub is a youth communicators' hub from the Faculty of Journalism and Communication Sciences at the State University of Moldova (USM).

Since November 2024, the Instagram and Facebook pages of the hub have been managed entirely by me, with the role of strengthening this project's online presence.

My role:

Filming and video editing, copywriting.

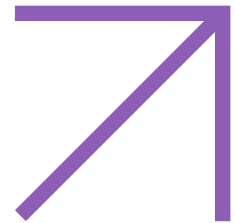
SORA

Content Manager (2025– present)

SÖRA is a newly launched clothing brand that brings simplicity and elegance to every woman's wardrobe.

My role:

Creating all visual content from scratch (video scripts, texts, photos, etc.), publishing it, and adapting it for different platforms (TikTok, Instagram).



TRAINING. COURSES. WORKSHOPS

SOCIAL MEDIA MARKETING – WHAT IS SOCIAL? (2024)

Course offered on the Coursera platform, taught by Northwestern University, part of a Social Media Marketing specialization program.

ELLEVATOR. FEMALE FOUNDERS CONFERENCE II EDITION (2025)

I contributed to organizing the Yep!Moldova event as a Volunteer Social Media Manager, ensuring an active presence on social media and the smooth execution of all activities. I was responsible for coordinating details for the international speakers, making sure they had all the support they needed throughout the event.

TURKISH LANGUAGE STUDIES – BEGINNER / INTERMEDIATE LEVEL

For one year, I completed an intensive Turkish language program focused on general vocabulary, conversation, and basic grammar, and earned a diploma and certificate at A2 level.



CEBOTARI DANIELA

EVENT PLANNING
ASSISTANT

EDUCATION

"Alexandru Ioan Cuza International University - Iași, România

- Master's Studies in Economics and Business Administration, 2020/2023

Tehnickal University of Moldova Chișinău, Republic of Moldova

- Bachelor's Degree in Economic Engineering and Business , 2017/2020

SKILL

Creative	Skilled multitasker
Analytical thinker	Communication
Teamwork	Strong team player

LANGUAGES

Romanian		100%
English		90%
Russian		80%

INTRODUCTION

🏠 Chișinău, Moldova

✉️ daniela.cebotari1998@gmail.com

☎️ +373 697 03 190

About Me

Hi. I'm Cebotari Daniela.

I am an adaptable professional with a Master's degree in Economics and a strong background spanning marketing, management, and event planning.

Work experience

Protocol group

Event Planning Assistant - Protocol Group (April 2025 - present)

Protocol Group is the leading provider in the Republic of Moldova for organizing protocol and business events, offering premium services and customized solutions for each client. With extensive experience collaborating with public and private institutions, we ensure that every event is executed to the highest standards of professionalism and elegance.

My Role:

I coordinate logistics and administrative workflows for corporate and diplomatic events, ensuring strict adherence to protocol standards. I manage guest relations, communicate with suppliers, and provide on-site support to guarantee flawless event execution.

FREELANCE DIGITAL MARKETER , 09/2024 - 04/2025

Republic of Moldova / European Union

My Role:

I developed and managed digital marketing strategies for clients across different industries, creating content, managing social media platforms, and optimizing online advertising campaigns to increase brand visibility and engagement.

EXECUTIVE ASSISTANT & COMMUNICATIONS SPECIALIST, 12/2023 - 2024

TARGET GROUP WORLDWIDE | Chisinau, Republic of Moldova

My Role:

I provided executive support to senior management while coordinating internal and external communications, organizing meetings and events, and ensuring efficient administrative operations.

ADDITIONAL WORK EXPERIENCE

HEAD OF THE YOUTH VOLUNTEERING/INFORMATION DEPARTMENT, 06/2023 – 2024

My Role: I led the Youth Volunteering and Information Department by coordinating volunteer programs, organizing youth-focused projects and events, and building partnerships with public institutions and non-governmental organizations.

ERASMUS + INTERNSHIP, 12/2022 – 04/2023

Ristoralta S.L. – Hotel Grifone | Trentino-Alto Adige, Italy

My Role: I supported daily hotel operations and customer service while working in an international environment, strengthening my communication, teamwork, and hospitality skills.

ERASMUS + INTERNSHIP, 03/2022 – 11/2022

Albarella S.R.L. | Isola di Albarella, Veneto, Italy

My Role: I assisted with hospitality and guest services, collaborating with multicultural teams to deliver high-quality customer experiences and ensure smooth operational processes.

ERASMUS + INTERNSHIP, 03/2022 – 02/2022

ESPAÑA S.A. – National Insurance Company | Madrid, Spain

My Role: I supported administrative and customer service activities by managing documentation, maintaining records, and assisting with day-to-day office operations in a professional corporate environment.

MARKETING MANAGER, 06/2019 – 09/2020

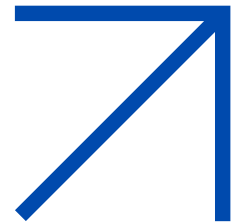
NEFIS & ZIKOS | Cojușna, Republic of Moldova

My Role: I planned and implemented marketing campaigns, managed social media channels, and contributed to strengthening the company's brand presence through strategic promotional activities.

OFFICE MANAGER/MARKETING ASSISTANT, 09/2018 – 07/2019

GRAND MEDICA | Chisinau, Republic of Moldova

My Role: I coordinated daily administrative operations while supporting marketing initiatives, maintaining client communication, and assisting with promotional campaigns and office management.



SALES MANAGER/PROMOTER, 10/2018 – 04/2019

Duty Free | Chisinau International Airport, Republic of Moldova

My Role: I advised international customers, promoted premium products, and contributed to achieving sales targets by delivering excellent customer service in a fast-paced retail environment.

OFFICE MANAGER, 09/2018 – 07/2019

VATRA Ethno-Cultural Complex | Chisinau, Republic of Moldova

My Role: I managed administrative processes, coordinated bookings and event logistics, and maintained effective communication with clients, suppliers, and business partners.

OPERATOR, 01/2018 – 09/2018

Social-Political Center Europe | Chisinau, Republic of Moldova

My Role: I processed and maintained data records, ensured the accuracy of information, and provided operational support for the organization's administrative activities.

INTERVIEWER, 03/2018 – 06/2018

DATA Research | Bucharest, Romania

My Role: I conducted interviews and public opinion surveys in accordance with research methodologies, ensuring accurate data collection and maintaining high standards of quality and confidentiality.



OLGA MARTÎNENCO

SPECIALIST IN PROTOCOL
AND CEREMONIAL

EDUCATION

Master's Degree in European Studies Moldova State University 2021-2023

- Thesis: Cooperation between Republic of Moldova and EU: Main Directions and Achievements
- Final grade: 9.81
- Bachelor's Degree in International Relations (English-taught program)

Moldova State University 2018-2021

- Final grade: 9.01

SKILL

Policy Research & Analysis

Project Coordination
Report Writing

Administrative Support

Time Management
Problem Solving

LANGUAGES

Romanian		100%
English		B2
Russian		100%
German		A1
Ukrainian		A1

INTRODUCTION

🏠 Chişinău, Moldova

✉️ olga.tatarciuc99@gmail.com

☎️ +373 76080488

About Me

I am motivated and detail-oriented professional with experience in public policy, EU integration, international cooperation, and protocol management. Strong analytical, organizational, and communication skills, with experience supporting donor-funded projects, stakeholder engagement, and high-level events.

Work experience

Specialist in Propocol and Ceremonial - PROTOCOL GROUP, 03/2026 - present

Protocol Group is the leading provider in the Republic of Moldova for organizing protocol and business events, offering premium services and customized solutions for each client. With extensive experience collaborating with public and private institutions, we ensure that every event is executed to the highest standards of professionalism and elegance.

My Role: Coordinate protocol and ceremonial activities for high-level diplomatic events, manage logistical arrangements, ensure compliance with international protocol standards, and support the successful organization of official meetings and ceremonies.

Junior Consultant in Public Policy and EU Integration - CIVITTA, 02/2026 - present

My Role: Conduct policy research and comparative legislative analysis, support the preparation of analytical reports and policy briefs, coordinate communication with stakeholders, and contributed to the implementation of EU integration and public administration reform projects.

Internship - NATO INFORMATION AND DOCUMENTATION CENTRE, 11/2022 - 12/2022

My Role: Assisted with research on Moldova-NATO cooperation, prepared communication and briefing materials, supported the organization of international conferences, and contributed to analytical documentation.

Researcher - UN NATIONAL RAPPORTEUR, 10/2021 - 04/2022

My Role: Conducted research on human rights and minority rights, monitored the implementation of international recommendations, prepared analytical reports, and collaborated with national and international organizations.

Internship SME Support and Policy Analysis - ALLIANCE OF SMALL AND MEDIUM ENTERPRISES OF MOLODVA (AIM), 03/2021 - 04/2021

My Role: Conducted research on economic reforms and SME policies, analyzed reports from international organizations, supported preparation of official documentation.

Work experience

Research Intern – FOREIGN POLICY ASSOCIATION (APE), 03/2020 – 05/2020

My Role: Conducted research on Moldova–EU relations, contributed to policy analysis, assisted in drafting analytical materials, and supported the organization of expert discussions and workshops.

Projects

Project Assistant – UN WOMEN, 06/2026 – present

Project: Pre-acceleration and acceleration program for women-led green businesses in the Republic of Moldova, with a focus on southern districts

My Role: Verified continuous project compliance with the Terms of Reference to ensure the seamless implementation of the pre-acceleration and acceleration program. Elaborated the overarching concept and detailed agenda for the Demo Day event, actively contributing to its organizational success. Furthermore, participated in key stakeholder meetings to align project objectives and support women-led green businesses across the southern districts.

Project Assistant – GIZ, 06/2026 – present

Project: Piloting gender-sensitive training positions and capacity development of vocational education and training institutions in the Republic of Moldova

My role: Develop the project inception report to establish the implementation framework and ensure continuous compliance with the Terms of Reference. Design comprehensive curricula alongside a contribute to development self-assessment tool. Participated in capacity-building workshops to successfully prepare and deliver comprehensive training sessions to target audiences. Furthermore, coordinate seamless project execution by managing logistical arrangements, scheduling, and ongoing administrative support for event.

Project Assistant – WORLD BANK, 03/2026 – present

Projects: Legal Alignment Support (e-FTI and Combined Transport)

My Role: Supported legislative alignment projects by conducting legal research, preparing compliance matrices and analytical reports, contributing to policy recommendations, and assisting with stakeholder meetings and donor communication.

Junior Consultant – ILO, UN WOMEN, 02/2026 – present

Project: Mapping and Needs Assessment of Childcare Services, Comrat Municipality

My Role: Assisted in research and assessment of childcare services, coordinated stakeholder consultations, analyzed research findings, prepared policy recommendations, and ensured proper documentation throughout the project, contributed to project outputs presentation..



Trainings and Certification

“Mediation and Law” Ukrainian Academy of Mediation (1.9 ECTS), June 2026

“EU Funding for Cross-Border Cooperation” (5 ECTS) Alexandru Ioan Cuza University of Iași, Romania within the project European Union and its neighbourhood, 26 May 2021

“Challenger – School of Critical Thinking”, Community Plus (supported by NDI and USAID) 02/2021 – 06/2021

“SDG Youth Academy” Consiliul Național al Tineretului din Moldova (CNTM) & UNFPA Moldova

Certificate of Completion **“International and Cross-Cultural Negotiation”** ESSEC Business School (Coursera), 16 October 2025

Certificate of Completion **“International Women’s Health and Human Rights”** Stanford University (Coursera), 10 October 2025

Certificate of Participation **“Human Rights Academy”** Freedom House & Minority Youth Moldova, 1 October 2021 – 14 April 2022

Volunteering

Erasmus Student Network (ESN), International Exchange Department , 10/2021 – 09/2022

Coordinated and implemented intercultural and educational initiatives for international and Erasmus+ students, including orientation weeks, cultural exchange events, and mentorship programmes.

Facilitated collaboration between volunteers, partner universities and incoming exchange students to ensure smooth integration and communication.

Developed strong skills in project coordination, intercultural communication, leadership, and teamwork within an international environment.

Recognised with an **official Recommendation Letter** from the **President of ESN Moldova** for dedication, empathy, and contribution to promoting European values and student mobility.



CRISTINA CARP

SOCIAL MEDIA MARKETING

EDUCATION

Master's Degree in Economics – Enterprise Accounting
Moldova State University | 2019

- Currently pursuing a Master's degree focused on accounting, financial management, and business processes.

Bachelor's Degree in Cosmetic and Medicinal Goods Technology,
Licensed Engineer

Moldova State University | 2015 – 2018

- Studied cosmetic technologies, product development, laboratory analysis, and quality control processes.

Technician-Nutritionist Course

ABC Fitness School, Romania | 2019 – 2020

- Completed professional training in nutrition principles, healthy lifestyle, and dietary planning.

Social Media Marketing Course, Chisinau | 2025 – 2026

- Developed skills in social media management, content creation, Reel production, editing, and digital marketing strategies.

SKILL

Social Media Marketing	Community Management
Content Creation	Strong Communication Skills
Instagram & Facebook Management	Reel Production & Video Editing

LANGUAGES

Romanian		100%
English		B2
Russian		100%
German		B1

INTRODUCTION

🏠 Chisinau, Moldova

✉️ dermenjic@gmail.com

☎️ + 373 68901177

About Me

I am a detail-oriented and proactive professional with experience in certification administration, social media management, and content creation. I enjoy combining analytical thinking with creativity to deliver efficient solutions and engaging digital content. I am highly organized, adaptable, and committed to continuous learning and professional growth. I thrive in dynamic environments, work well both independently and as part of a team, and always strive to achieve high-quality results.

Work experience

PROTOCOL GROUP

SOCIAL MEDIA MANAGER, 04/2026 – present

Protocol Group is the leading provider in the Republic of Moldova for organizing protocol and business events, offering premium services and customized solutions for each client. With extensive experience collaborating with public and private institutions, we ensure that every event is executed to the highest standards of professionalism and elegance.

My Role: I am responsible for developing and executing the company's social media strategy across multiple platforms. My role includes creating engaging content, producing and editing Reels, writing compelling captions, scheduling publications, and monitoring performance analytics to improve audience engagement. I also contribute creative marketing ideas, strengthen the company's online presence, and ensure that all content aligns with the brand's identity and communication objectives.

Certification Administrator – INFORMATION

TECHNOLOGY AND CYBER SECURITY SERVICE, 08/2019 – 12/2023

My Role: I managed the complete lifecycle of digital certificates, including their issuance, suspension, renewal, and validation in accordance with legal and security requirements.

My responsibilities included verifying client information, preparing documentation for electronic signatures, ensuring compliance with national regulations, maintaining accurate records, and providing administrative support throughout the certification process while guaranteeing data accuracy and confidentiality.

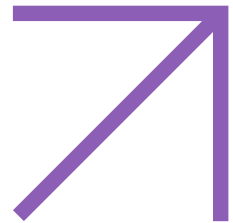
Tehnologist – „VIORICA COSMETIC” S.A, 06/2018 – 07/2018

My Role: Supported laboratory and technological processes by conducting product research, analysing chemical compositions, preparing solutions and materials, testing product safety, and assisting in the development and improvement of cosmetic products.

ADDITIONAL WORK EXPERIENCE

**Juridical Expert – TEHNICO – CRIMINALISTIC CENTER
AND JUDICIAL EXPERTISE OF THE GENERAL POLICE
INSPECTORATE, 03/2019 – 04/2019**

My Role: During my internship, I assisted forensic specialists in laboratory examinations related to narcotic plant substances and explosive materials. I gained practical experience in evidence analysis, laboratory procedures, documentation, and the application of scientific methods used in criminal investigations. This role strengthened my analytical thinking, attention to detail, and ability to work in highly regulated environments.





ANASTASIA RUSU

Communications Specialist

EDUCATION

Moldova State State University – Faculty of Journalism and Communication Sciences

Specialisation: Communication and Public Relations
2024 – Present | Chişinău, Moldova

Theoretical Lyceum „Liviu Deleanu”

–High School Studies

2021 – 2024 | Chişinău, Moldova

Theoretical Lyceum „Liviu Deleanu”

–Secondary Education

2016 – 2021 | Chişinău, Moldova

SKILL

- Communication Strategy Development
- Public Relations
- Institutional Communication
- Proactivity
- Creativity
- Critical Thinking

LANGUAGES

Romanian		100%
English		C1
Russian		A2
French		A2

INTRODUCTION

🏠 Chişinău, Moldova

✉ rusunica51@gmail.com

☎ + 373 078663934

About Me

I am a motivated Communication and Public Relations student with experience in institutional communication, social media management, content creation, and event coordination. I have developed strong skills in creating communication strategies, writing professional texts, managing digital platforms, and producing visual materials for online audiences.

I am a proactive and creative person with strong organizational abilities, attention to detail, and the capacity to work effectively in dynamic environments. My experience in public institutions, NGOs, and communication agencies has helped me develop a versatile understanding of strategic communication, media relations, and digital storytelling.

Work experience

COMMUNICATION SPECIALIST – PROTOCOL GROUP 07/2026 – present

My Role: I am responsible for elaborating the communication plan and developing the promotional campaign. My responsibilities include drafting all informative and promotional materials, preparing key messages adapted to target audiences, press releases, agendas, and Minutes of Meeting. Additionally, I ensure the prompt delivery of texts for posts on the day of the event.

COMMUNICATION SPECIALIST – The Development Foundation 04/2025 – present

My Role: I coordinate communication activities for organisational projects, ensuring effective promotion through digital channels and public communication initiatives. My responsibilities include managing social media platforms, creating written and visual content, updating website information, and developing communication materials adapted to different audiences.

SOCIAL MEDIA INTERN – SECRETARIAT OF THE PARLIAMENT OF THE REPUBLIC OF MOLDOVA, 11/2024 – 02/2025

My Role: During my internship within the Communication and Public Relations Department, I supported the creation and adaptation of communication materials for institutional platforms. I contributed to writing press releases, preparing social media content, and creating digital materials suitable for public communication channels.

ADDITIONAL WORK EXPERIENCE

COPYWRITING & SOCIAL MEDIA INTERN – OGILVY MOLDOVA, 06/2025 – 10/25

My Role: I contributed to copywriting activities by creating and adapting communication messages for various digital platforms and audiences. I supported the development of creative concepts for campaigns, participated in brainstorming sessions, and provided ideas for communication strategies.

PRESIDENT OF THE MASS MEDIA STUDENTS COUNCIL – FACULTY OF JOURNALISM AND COMMUNICATION SCIENCES, 2024 – present

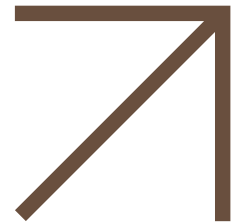
My Role: I coordinated student initiatives, represented the interests of students, and supported communication between students and academic representatives. I organized activities, managed communication processes, and contributed to creating a collaborative environment within the faculty.

MEMBER – ASUSM (STUDENTS ASSOCIATION OF MOLDOVA STATE UNIVERSITY), 11/2024–2025

My Role: Participated in international communication and personal development programs focused on assertive communication, self-development, teamwork, and professional skills enhancement, including ALTAIR training programs in the Czech Republic and Poland.

COMMUNICATION, PR & MARKETING COORDINATOR – MUNICIPAL YOUTH CENTER, BUIUCANI SECTOR. 10/2024–07/2025

My Role: I coordinated communication and marketing activities for youth-oriented projects, creating promotional materials, managing social media communication, and supporting event promotion. I contributed to developing communication strategies, increasing project visibility, and engaging with the target audience through digital platforms.

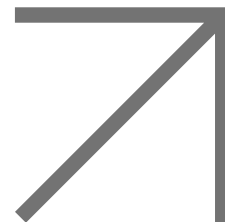


VOLUNTEER – MUNICIPAL YOUTH CENTER, 07/2022–07/2024

My Role: I participated in youth development projects, supported event organization, and assisted with communication activities. Through volunteering, I developed teamwork, leadership, organizational, and public communication skills.

HIGH SCHOOL CORRESPONDENT – DIEZ.MD EDITORIAL TEAM, 10/2022–03/2023

My Role: I created journalistic materials, researched topics, and developed written content for the online media platform. This experience strengthened my writing, interviewing, and storytelling abilities.



**DANIEL
GĂINĂ**

SALES MANAGER /
LOGISTICS COORDINATOR

INTRODUCTION

🏠 Chişinău, Moldova

✉️ daniel.dephoe@gmail.com

☎️ +373 61 11 68 11

About Me

Hi. I'm Găină Daniel.

I am a young and motivated Event Manager with a background in Economics and Diplomacy, experienced in planning and coordinating corporate and high-level events. I have a strong interest in business development, strategic communication, and event management. I am organized, detail-oriented, and focused on delivering excellent results in every project.

Work experience

PROTOCOL GROUP

Sales Manager/Logistics Coordinator-Protocol Group
(2025 - present)

Protocol Group is the leading provider in the Republic of Moldova for organising protocol and business events, offering premium services and customised solutions for each client. With extensive experience collaborating with public and private institutions, we ensure that every event is executed to the highest standards of professionalism and elegance.

My Role:

I corporate sales of products.Coordinating logistics and transportation for official delegations.Supporting event planning and execution.Managing communication with partners and clients.

RARE PEOPLE

Sales Manager (2025)

My Role:

I Identified potential clients and investors.Negotiated contract terms and conditions.Represented the company's interests in strategic partnership.

BERLIZZO EVENTS

Event Manager (2023-2025)

My Role:

Coordinated on-site event logistics.Managed BTL projects from planning to execution.Maintained client relationships.Prepared commercial offers and project proposals.

EDUCATION

University of European Political and Economic Studies „Constantin Stere “ **2022-2025**

Bachelor's Degree in Business & Management

Vice President – Student Senate

- Represented students in communication with university administration
- Initiated and implemented student-focused projects

Bachelor's Degree in International Relations **2023**
Promoted academic mobility opportunities

SKILL

Event Planning

Business Communication

Sales & Negotiation

Teamwork

Logistics Coordination

Client Relationship
Management

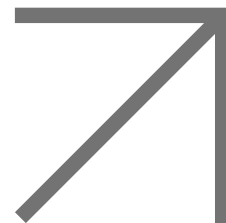
LANGUAGES

Romanian 100%

English 90%

Russian 90%

ADDITIONAL WORK EXPERIENCE



Logistics Coordinator

Berlizzo Group | - 2023 - 2025

Protocol Group | 2025 - Present

Castel Mimi | 2025 - Present

- Assisted in organizing premium corporate and cultural events.
- Coordinated guest reception and VIP protocol.
- Supported event logistics and on-site operations.
- Collaborated with event teams to ensure exceptional guest experience.

Coordinate logistics for conferences, business forums, official ceremonies, and corporate events, ensuring the efficient planning and execution of projects.

Sales Manager

Rare People (Project-Based Collaboration) | 2025 - 2025

Supported the planning and implementation of event management and consulting projects, coordinating operational activities and project logistics.

vice-President

Student Senate - Faculty of Economics, USPEE "Constantin Stere" | 2022 - 2023

Represented students' interests, coordinated student initiatives, and organized academic, social, and extracurricular activities in collaboration with the university administration.

HR Volunteer

Municipal Youth Center Chisinau | 2020 - 2022

Supported recruitment, volunteer coordination, and human resources activities while contributing to the organization of youth programmes and community events.

2026

- Talking Business 2026
- Chişinău Economic Forum
- Moldova Business Week

2025

- Talking Business 2025
- Guinness World Record Ceremony - Largest Ebru Painting
- VinOpera International Classical Music Festival

2024

- Talking Business 2.0
- Moldova Digital Forum
- Moldova Fashion Week
- Mariage Soirée
- Fashion Soirée
- Corporate Events for Public & Private Sector Clients

MAJOR ACHIEVEMENTS

- Contributed to the organization of 50+ corporate, business and institutional events
- Involved in 10+ events attended by protected persons and diplomatic representatives
- Vice President of the Student Senate, USPEE Constantin Stere
- Volunteer in a youth organization that later became a public institution