

Cover Letter

Ref: GCIP Moldova

Job title: Local Consultant. Communications and social media.

Project title: Clean technology innovation programme for SMEs and start-ups in the Republic of Moldova (GCIP Moldova)" (GEF ID: 10457).

Dear Recruiters,

This Cover Letter is relating to the Terms of Reference for Local Consultant to support the efficient communication about energy sector's policies, strategies and programs of the GCIP Moldova.

The role is very appealing to me, and I believe that my strong technical experience and education make me a highly competitive candidate for this position.

I graduated with a bachelor's degree in Journalism and Communication Sciences from Moldova State University, in 2015.

Also, I attended some workshops and training courses about European specialization for journalists and the independent related media content in Moldova.

In the area of Communication and Public Relations, I completed special programs on various topics: Strategic Communication and Advocacy, Communication in Crisis Situations, Communication on the EU and EU assistance, which was organized by the Government of Moldova, WHO, UNFPA and another international organizations.

I started my carrier as a TV Reporter at Publika TV, in 2014. At this TV channel I learned to collect and analyze information quickly on any breaking news stories. I started writing social, political and economic news. Also, I developed my ability to write creative and interesting articles.

Having these professional skills, I decided to work at the first economic television in the country - Moldavian Business Channel. For 2 years I wrote news and reports on social and economic topics. Later, I was a special correspondent for the first economic reality show in Moldova – Business Factory.

After this, I decided to change my activity profile and from a news reporter I became a press officer at the Ministry of Health. I was involved in organizing public events, elaboration of communication strategies, writing press releases and another media materials. This experience helped me strengthen my relations with the local media and taught me how to react in a crisis situation for the institution.

My next opportunity was to work in Energy Efficiency Agency team. We have organized many mass information events about promoting the reduction and optimization of energy consumption to final consumers, diversification of energy sources, as well as the promotion of new

technologies and efficient equipment. One of these events is Moldova Eco Energetică, in which we were awarded the most Eco-Responsible Ideas, Technologies and Stories. We elaborated and printed a lot of brochures, information materials and magazines. Also, we produced the first children's cartoon about green energy, which was distributed in all kindergartens in the country and broadcast on children's TV channels.

Now I am involved in another TV project. I am a presenter, reporter and editor at the National Lottery. We realize video materials with the winners, but green sector continues to be very close to me and it's a real pleasure to have the opportunity to work at Clean technology innovation programme for SMEs and start-ups in the Republic of Moldova (GCIP Moldova).

I am very grateful for the time you have taken to consider my application and look forward to hearing from you soon.

Please do not hesitate to contact me at cheptenestela@gmail.com if you have any questions about my application.

Kind regards,
Stela Cheptene