



Adriana Arnaut

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WORK EXPERIENCE

● Brand marketing manager

Purcari Wineries PLC

13/04/2020 – Current

 Chişinău, Moldova

- carrying out market research in order to keep up to date with customer trends, as well as trying to predict future trends
- developing strategies and managing marketing campaigns across print, broadcast and online platforms to ensure that products and services meet customers' expectations and to build the credibility of brands
- analysing the success of marketing campaigns and creating reports
- supervising advertising, product design and other forms of marketing to maintain consistency in branding
- meeting with clients and working with colleagues across multiple departments (such as marketing assistants, marketing managers and chief marketing officers)
- managing budgets and a team of junior assistants
- organising events such as product launches, exhibitions and photo shoots

● PR Manager

Purcari Wineries PLC

13/04/2020 – Current

 Chisinau, Moldova

- Planning, developing and implementing PR strategies
- Managing enquiries from media, individuals and other organisations
- Researching, writing and distributing press releases to targeted media
- Planning publicity strategies and campaigns
- Organising events including press conferences, exhibitions, open days and press tours
- Managing and sharing content with users on social media sites such as Twitter and Facebook
- Managing the PR aspect of a potential crisis situation
- Creating and managing brochures, handouts, direct mail leaflets, promotional videos, photographs, etc
- Analysing media coverage
- Distributing information about new promotional opportunities and current PR campaigns progress
- Speaking publicly at interviews, press conferences and presentations

● Communication consultant

HelpAge

01/02/2020 – 13/04/2020

 Chisinau, Moldova

elaborating the communication strategy for 8 Moldovan rural NGOs, conducting workshops and national trainings, writing press releases and articles, creating and maintaining the Social Media presence, improving these NGOs' visibility.

● Founder, copywriter, trainer

CreativeAd content marketing agency and school

17/04/2016 – 13/04/2020

 Chisinau, Moldova

Consultation on setting the communication strategy and elaborating it for: HEKS – ONG, BCR Moldova, Poliano Prim, Andreoly, Alianța Întreprinderilor Mici și Mijlocii din Moldova, Weleda Moldova, Biorganic, FlyOne, Apă OM, etc.

Elaborating and carrying on trainings (corporate and private) on communication, copywriting, content writing, marketing strategie.

Co-founder

Ask a Mom

01/01/2016 – 01/01/2020

 Chisinau, Moldova

Co founder and moderator of Moldova's largest online women community.

Law lecturer

Moldova State University

01/09/2013 – 31/05/2016

 Chisinau, Moldova

Teaching civil procedural law in english to students.

Lawyer

Self employed

10/05/2011 – 31/05/2013

 Chisinau, Moldova

Representing and protecting civill rights of clients.

Scientific and academic writer

Academy of Science in Moldova

06/01/2009 – 08/06/2014

 Chisinau, Moldova

researching and writing articles in order to publish them in scientific works, including the Moldova Encyclopedia

Project manager/coordinator Ending Violence against Women and Children

Red Cross of Moldova

01/04/2008 – 01/10/2009

 Chisinau, Moldova

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- Coordinate the overall Programme implementation according to the programme document;
 - Prepare and present work-plans, periodic narrative progress reports and expenditures status reports to the Programme steering committee and other stakeholders as necessary;
 - Record and maintain documents on relevant Programme activities, issues, and risks.
 - Manage relationships with regional implementing partners to support implementation of the Spotlight Regional Programme Stream I component, raise potential problems and provide solutions;
 - Provide substantial guidance to partners on establishment of performance indicators, and monitoring achievement of results;
 - Identify capacity building needs and support partners through technical assistance, mentoring, training, and cross partner learning and sharing, and capacity development initiatives; develop training materials and workshops, as necessary.
 - Gather and compile all information necessary for monitoring, evaluation and reporting on the programme;
 - Finalize annual and quarterly reports; finalize the submission of implementing partner financial and narrative reports;
 - Ensure the delivery of baseline, monitoring, evaluation plans and reports (flash, progress and final) based on information compiled from colleagues and stakeholders.
 - Supervise and manage a team of professional and administrative personnel, review performance and mentor/ coach personnel;
 - Develop and prepare of financial resources of the programme including budgeting and budget revisions, and expenditure tracking and reporting;
 - Ensure appropriate actions are taken to optimize use of programme funds.
 - Coordinate the development of partnerships and resource mobilization strategies;
 - Develop briefs on programme achievements;
 - Ensure documentation of the programme implementation process and products produced are in accordance with Red Cross guidelines;
 - Organize major advocacy campaigns, events, trainings, workshops and knowledge products.

EDUCATION AND TRAINING

Moldova State University

Master in Law

01/09/2007 – 06/2009

Moldova State University

Licensed in Economic and Civil Law

01/09/2004 – 31/05/2008

LANGUAGE SKILLS

Mother tongue(s)

Romanian

Other language(s)

English

Listening



C2

Reading



C2

Spoken interaction



C2

Spoken production



C2

Writing



C2

Russian

Listening



C2

Reading



C2

Spoken interaction



C1

Spoken production



C1

Writing



B2

French

Listening



B1

Reading



B1

Spoken interaction



B1

Spoken production



B1

Writing



B1

DIGITAL SKILLS

Other

Microsoft Word

Microsoft Excel

Outlook

Power Point

Facebook

Microsoft Office

Instagram

Twitter

Google Docs

Google Drive

Zoom

Microsoft Powerpoint

Social Media

LinkedIn

Skype

Written and Verbal skills

Good listener and communicator

Reliability

Organizational and planning skills

Analytical skills

Decision-making

Team-work oriented

Motivated

Presenting

Internet user

Strategic Planning

Critical thinking

Responsibility

Report content: please contact EC-Europass-Support@ec.europa.eu