



PERSONAL

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Address

Bănulescu Bodoni str., 57,
Chișinău, Republic of Moldova

Postal code

2012

City/Town

Chișinău

Date of birth

13.11.1992

Place of birth

Republic of Moldova

Driver's license

B

Gender

Female

Nationality

Moldova

SKILLS

Planning and forecasting

Budgeting

Tracking and monitoring

Meeting facilitation

Communication

Collaboration

Problem solving

Organization

Adaptability

LANGUAGES

Otilia Cotruța

PROJECT MANAGER

I currently work as the Executive Director of the Realitatea Press Group, coordinating the team's activity and communication projects within the group and for the company's clients.

WORK EXPERIENCE

Executive Director

Oct 2021 - Present

Realitatea Press Group, Chișinău, Moldova

- Promoting the company and making full use of its work capacity, by identifying new clients and contracting projects.
- Coordinating and harmonizing the company's objectives with the available resources.
- Leading and ensuring the balance between the company's functions: development, marketing, production, commercial human resources.

Project Manager

Sep 2020 - Oct 2021

Realitatea Press Group, Chisinau

- Ensuring communication with project partners and compliance with contractual obligations arising from partnership agreements.
- Preparing and organizing the activity plans within the project and ensuring the necessary resources to achieve the project objectives.
- Administration of the project budget in accordance with the applicable internal procedures and with the conditions of the financier.
- Capitalizing and developing opportunities during the implementation of the project.

Editor en Chief

Feb 2020 - Oct 2021

Bani.md, economic news site within the Realitatea Press Group, Chisinau

- coordination of the editorial team;
- identifying key topics to be covered in the news;
- gathering information and writing materials in the specific field;
- participation in the design of the content of the publication;
- maintaining a permanent relationship with the representatives of the companies and with those of the institutions in the field, identifies new sources;
- participation in press conferences, seminars, presentations, etc.;
- contributing to the promotion of the image of the economic news site.

Director of Communication

Aug 2017 - Feb 2020

Arya Business Group, Chisinau

- Coordination of the social project **Parcul Meu** (planning the actions carried out within the social project, coordinating the communication actions, organizing the events, communicating with the media)
- Elaboration, implementation and updating of the communication strategy regarding the investment project "**Restaurant Doina**" SA, communication with the media, coordination of the process of creating the visual identity of the investment project.
- Increasing the visibility of the company "**Miso Textile**" SRL, in order to facilitate the hiring process of factory operators (online presence and communication)
- Providing support to the Department of Human Resources in developing and implementing the internal communication strategy;
- Creating promotional materials for external projects.

Public Affairs & Communications Manager

Mar 2017 - Aug 2017

„Orhei - Vit" SA, Chisinau

- Development, implementation and updating of the company's communication strategy;
- Press communication;
- Communication with stakeholders;
- Coordination of sponsorship activities;
- Planning, organizing and coordinating events (press conferences, social events, round tables, trainings, etc.);
- Coordinating the online communication process;
- Development of projects designed to support the consumption of natural and organic juices in the Republic of Moldova;
- Providing support to the company's Export and Marketing departments;

Editor en Chief

Feb 2013 - Mar 2017

Bani.md, economic news site within the Realitatea Press Group, Chisinau

- coordination of the editorial team;
- identifying key topics to be covered in the news;
- gathering information and writing materials in the specific field;
- participation in the design of the content of the publication;
- maintaining a permanent relationship with the representatives of the companies and with those of the institutions in the field, identifies new sources;
- participation in press conferences, seminars, presentations, etc.;
- contributing to the promotion of the image of the economic news site.

STUDIES AND CERTIFICATES

Communication Specialist

Sep 2011 - Jun 2014

State University of Moldova, Chisinau

Professional Accounting Studies

Sep 2008 - Jun 2012

ASEM National College of Commerce, Chişinău

European Project Management

Sep 2015 - Jul 2017

Academy of Economic Studies of Moldova, Chisinau