

CURRICULUM VITAE (CV)

Position Title and No.	Influencer Marketing Specialist
Name of Expert:	Adriana Bragari
Date of Birth:	09/12/1984
Country of Citizenship/Residence	Republic of Moldova

Education:

Bachelor's Degree in Communication Sciences

University of European Studies of Moldova, Chişinău, Republic of Moldova (2007 – 2010)

Field of study: Communication and Media

Employment record relevant to the assignment: {Starting with present position, list in reverse order. Please provide dates, name of employing organization, titles of positions held, types of activities performed and location of the assignment, and contact information of previous clients and employing organization(s) who can be contacted for references. Past employment that is not relevant to the assignment does not need to be included.}

Period	Employing organization and your title/position. Contact information for references	Country	Summary of activities performed relevant to the Assignment
Jan 2022 – Present	Kooperativa Moldova — Influencer Marketing Specialist For references: Tel:+373 760 72 975 E-mail: mircea.tira@kooperativa.md Mr. Mircea Țira, Chief Executive Officer	Republic of Moldova	Developed and implemented multi-platform content strategies tailored to client objectives and audience engagement goals through nano, micro, macro influencers Coordinated creative teams of designers, copywriters, and video editors to produce cohesive social media campaigns with UGC Managed paid and organic content distribution across Facebook, Instagram, and TikTok. Analyzed performance

			<p>metrics and optimized strategy for engagement, conversion, and ROI improvement.</p> <p>Maintained consistent brand tone and visual identity across all digital channels.</p>
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Membership in Professional Associations and Publications: N.A.

Language Skills (indicate only languages in which you can work):

Languages	Speaking	Reading	Writing
Romanian	Native	Native	Native
English	Proficient	Proficient	Proficient
Russian	Proficient	Proficient	Proficient

Adequacy for the Assignment:

Detailed Tasks Assigned on Consultant's Team of Experts:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
<ul style="list-style-type: none"> • Manage and coordinate the social media presence of the STEEM Project across platforms (Facebook, Instagram, LinkedIn, YouTube). • Develop digital communication plans to promote project milestones, events, and awareness campaigns. • Create and schedule content (visual, textual, and video) consistent with project identity and World Bank visibility rules. • Engage with online communities, monitor public sentiment, and report engagement trends to the PMU. • Collaborate with the PR Strategist, Copywriter, and Graphic Designer to ensure coherent storytelling and branding. • Analyze performance data to measure campaign impact and recommend optimizations. • Support bilingual (Romanian/Russian) adaptation and accessibility of online materials. 	<p>a) Name of assignment or project: Moldova Business Week 2025 Year: 2025 Location: Chişinău, Republic of Moldova Client: Invest Moldova Agency Main project features: National investment and export forum involving large-scale media coverage and online communication campaigns. Position held: Social Media Strategist Activities performed:</p> <p>Developed social media content strategy in coordination with the project's PR team. Created digital storytelling materials, visuals, and event coverage posts. Managed online engagement during the event, ensuring real-time communication and consistent updates. Supervised community management and response protocols for official channels. Measured campaign impact and compiled digital performance reports.</p> <p>b) Name of assignment or project: GEFF-R Moldova (Green Economy Financing Facility) Year: 2023 – 2024 Location: Republic of Moldova Client: European Bank for Reconstruction and Development (EBRD) Main project features: Awareness campaign promoting household energy efficiency and sustainable investments. Position held: Social Media Manager Activities performed:</p> <p>Created social media plans and visual concepts for the national awareness campaign. Produced and published bilingual posts, infographics, and motion graphics highlighting project impact. Monitored engagement and adapted content for audience responsiveness. Collaborated with the copywriting and design</p>

	<p>teams to ensure alignment of tone and visuals. Reported campaign analytics and visibility results to the communication team.</p> <p>c) Name of assignment or project: ESG Communication Implementation Platform Year: 2024 Location: Chişinău, Republic of Moldova Client: Ministry of Economic Development and Digitalization / UNDP Moldova Main project features: National initiative promoting ESG principles and sustainable communication practices among businesses. Position held: Social Media Specialist Activities performed:</p> <p>Developed and maintained the project’s social media communication calendar. Produced visual and textual content promoting ESG awareness and corporate sustainability success stories. Coordinated the bilingual adaptation of digital materials for Moldovan audiences. Monitored online reactions and community participation. Ensured compliance with UNDP’s digital visibility and branding standards.</p>
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Expert’s contact information:
E-mail: adrinitzabragari@gmail.com
Phone: +373 68 209 709

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available, as and when necessary, to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.

Adriana Bragari

Adriana Bragari

07/03/2026

Name of Expert

Signature

Date

Nicoleta Turcu

Nicoleta Turcu

07/03/2026

Name of authorized

Signature

Date Representative of the Consultant

(the same who signs the Proposal)