

CURRICULUM VITAE

Family name: Caliman

First names: Irina

Date of birth: 09/02/1985

Nationality: Romanian and Moldovan

Education:

Institution	Degree(s) or Diploma(s) obtained:
Wine & Spirit Education Trust, December 2023	Certificate on training completion: WSET LEVEL 2 AWARD IN WINES, Pass with Merit 603/4432/5
Project management course provided by the COR Creative Industries Associations in Moldova	Certificate on training completion
"Dimitrie Cantemir" Christian University, Bucharest, Romania, 2010	Master's degree in Marketing Negotiations in Business
Faculty of Communication and Public Relations, Bucharest, Romania, 2008	Bachelor's degree in Communication Studies and Public Relations

Language skills: Indicate competence on a scale of 1 to 5 (*1 – excellent; 5 - basic*)

Language	Reading	Speaking	Writing
Romanian	Mother tongue		
English	1	1	1
Russian	1	1	1
French	2	2	3
Spanish	4	4	4

Present positions: Co-founder and Media Director at QUBO Communications; project manager, media relations strategist, and coordinator of communication campaigns for public institutions, donor-funded projects, and national visibility initiatives.

Key qualifications:

15+ years of professional expertise in journalism, media relations, and strategic communication: Extensive experience as a news anchor, producer, editor, and communication consultant, with a strong understanding of newsroom workflows, editorial requirements, public-interest narratives, and institutional visibility.

Over 8 years of experience in strategic communication and PR campaign management: Led media relations and public visibility campaigns for institutions such as the e-Governance Agency, the National Office for Vine and Wine, Invest Moldova, the National Anticorruption Center, and international projects implemented with USAID and EU support.

Strong experience in institutional communication and high-level media engagement: Designed media plans, key messages, talking points, briefing notes, and interview support materials; organized and facilitated more than 200 interviews and numerous media events for national campaigns and public institutions.

Extensive experience in managing communication workflows under pressure:

Coordinated messaging for large-scale campaigns and visibility projects in sectors such as wine, tourism, digitalization, the IT sector, and public administration, ensuring clarity, timeliness, and message consistency across channels.

Capacity in team coordination and subcontractor management: Managed multidisciplinary teams including PR experts, media consultants, videographers, designers, translators, and technical suppliers, ensuring operational efficiency, quality control, and timely delivery of project outputs.

General professional experience:**May 2017 – present, Chisinau, Moldova: Co-founder, Media Director – QUBO Communications**

- Coordinate and implement PR, media relations, and advertising campaigns for institutional and corporate clients.
- Develop communication plans, media strategies, talking points, fact sheets, and briefing notes for interviews, public events, and visibility actions.
- Maintain and strengthen relationships with media representatives before, during, and after PR events.
- Write and coordinate PR materials, speeches, media narratives, and video-related communication content.
- Supervise multidisciplinary teams and external suppliers to ensure consistency, quality, and timely delivery.

August 2022 – February 2023, Chisinau, Moldova: Communications Specialist, USAID EDGE Buy-In Moldova Competitiveness Transition Activity (MCTA), International Development Group LLC

- Provided strategic and communication guidance to MCTA staff
- Implemented content aimed at increasing awareness of MCTA's results
- Ensured MCTA's outreach and communication comply with USAID rules and procedures
- Provided inputs for the communication to the USAID Moldova Mission and EDGE project,
- in the form of short texts as heads-up, social media post drafts, and newsletters

2020-2021, Chisinau, Moldova; Lecturer, State University of Moldova

- Designed and delivered academic courses in Public Communication, and Strategic PR, integrating both theoretical and applied approaches.
- Guided students in developing practical communication projects, including press releases, campaign concepts, and media plans.
- Evaluated students' progress and provided individual mentoring to strengthen analytical, writing, and presentation skills in communication.

2015 – 2017, Chisinau, Moldova: PR Manager – Proimagine Agency

- Developed PR strategies for projects managed by the agency.
- Wrote, coordinated, and disseminated talking points and PR materials for events and campaigns.
- Maintained communication with the media before, during, and after PR events.
- Coordinated PR videos and implemented PR and advertising campaigns.

2014 – 2015, Chisinau, Moldova: Head of Communication, Press and Protocol Service – National Bank of Moldova

- Wrote and published National Bank of Moldova press releases.

- Organized press conferences, press briefings, and other media relations activities related to NBM priorities and decisions.
- Maintained collaboration with national and international institutions accredited in Moldova in order to solve operational tasks.
- Coordinated the organization of formal events hosted by the NBM and provided communication support to the management team.
- Handled the necessary protocol actions related to the institution's public activities.

May 2009 – June 2013, Chisinau, Moldova: Producer and host of the weekly news summary TV program "News Week"; Editor, international newsdesk – Publika TV

- June – November 2010: Reporter on economic subjects.
- Elaborated detailed editorial plans for the show, including research, topic selection, scriptwriting, fact-checking, and production of news items, reportages, and interviews.
- Identified topics, preselected news items, and prepared interviews and reportages in line with the channel's editorial policy.
- Presented and hosted news bulletins and the weekly TV program.