

## PERSONAL INFORMATION

## STELA CHEPTENE



 Chişinău, Republic of Moldova

 + 373 69 402 211

 cheptenestela@gmail.com

Sex Female | Date of birth 20 February 1993

Communication Officer, Journalist

## WORK EXPERIENCE

December 2018 – Present

**Presenter, Reporter, Editor**
**National Lottery (TV Project)**

- Wrote, edited and produced video stories with the winners of National Lottery for multiple platforms, including Internet and social media channels;
- Organized the filming of one of the most complex TV Shows in the Republic of Moldova – Loteria Nationala;
- Worked with management to create and plan public relations strategies and campaigns to enhance brand image;
- Ensured that digital marketing content aligns with the company's brand identity and message;
- Coordinated promotional events and attending news conferences and press launches.

July 2017 – December 2018

**Communication Specialist**
**Energy Efficiency Agency of the Republic of Moldova**

- Ensuring strategic communication of the institution;
- Documenting and writing press releases, invitations to the media, FAQs, media briefs, marketing materials, social media posts;
- Responding to media inquiries and information requests;
- Organizing public information campaigns about rational energy consumption.

February 2016 – July 2017

**Communication Officer**
**Ministry of Health of the Republic of Moldova**

- Ensuring efficient communication of the institution;
- Documenting and writing press releases, invitations to the media, FAQs, media briefs, marketing materials, social media posts;
- Member of the team of government communicators;
- Upgrading the website with IT specialists.

April 2014 – February 2016

**TV Reporter**
**Moldavian Business Channel**

- Researching and writing economic and social news;
- Attending sessions from Parliament, Government, City Hall, also the press launches, meetings and conferences;
- Special correspondent for the first economic reality show in Moldova – Business Factory.

January 2014 – April 2014

**Reporter**
**Publika TV**

- Researching and writing social, political, economic news;
- Quickly collecting and analyzing information on any breaking news stories;
- Following up leads for potential new stories.

**EDUCATION**

2012 – 2015

**Bachelor in Journalism and Communication Sciences**

USM, State University of Moldova, Chişinău, Republic of Moldova

2005 – 2012

**Baccalaureate Degree**

High School "Liviu Deleanu", Chişinău, Republic of Moldova

**TRAINING**

2016 – 2017

- Workshop "Communication in Crisis Situations", organized by WHO;
- Training "Strategic Communication and Advocacy", organized by UNFPA;
- Information session "Communication on the EU and EU assistance", organized by the Government of the Republic of Moldova, with the support of the European Union;

November –  
December 2015

**Workshop "European specialization for journalists"**

- Seminar of European specialization for journalists „Initiative for supporting freedom of the press and the independent development of EU-related media content in Moldova”, organized by the Romanian Center for European Policies and [www.euractiv.ro](http://www.euractiv.ro).

October 2013 –  
December 2014

**Member of organization "Young Journalists Arena"**

- Trainings for improve journalist’s skills. Lessons were held by famous journalists, sociologists and politicians from the Republic of Moldova.

**PERSONAL SKILLS**

Mother tongue(s)

Romanian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C1	C1	C1
Russian	C2	C2	C2	C2	C2

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2: Proficient user  
[Common European Framework of Reference for Languages](http://www.euractiv.ro)

**PROFESSIONAL SKILLS**

- Excellent verbal communication and the ability to convey information clearly and effectively;
- Ability to multitask;
- Working with deadlines;
- Assimilation and organize large amounts of complex information quickly;
- Communication with press and media;
- Rigorous attention to details and focus on accuracy;
- Proficient in Microsoft Office™, PowerPoint™, Prezi.com™, MovieMaker™, Wordpress.com™.

**PERSONAL SKILLS**

- Willingness to learn;
- Inquisitive by nature;
- Drive for results;
- Quick in execution.

**MANAGERIAL SKILLS**

- Ambitious;
- Creative;
- Communicable;
- Patient.

Driving licence

B