

# Ludmila GURĂU

Strategy Director, Managing Partner @ QUBO Communications  
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## SUMMARY

Visionary and creative communications expert, with 15 years in the field, from managing client accounts in communication agencies, PR and communications in transnational companies, to own business in strategic communication. Successfully designed and implemented strategies for various clients with different profiles: governmental, institutional, international, private, nonprofit. Managed country communication campaigns and the strategic planning of the communication process. Over 10 years of experience in business management: team leading, establishing business goals, and providing a full range of services in communications. Contributed to the development of the field of communications in Moldova through creating and managing ASRP, contributing to the creation of BATI, consulting and training governmental teams and experts.

## HIGHLIGHTS

- Management and leadership skills
- Strategic and creative mindset
- Ability to always see the big picture
- Strong entrepreneurial drive
- Excellent communication skills
- Fluent in Romanian, Russian, English
- Proactive, adaptable and flexible
- Ability to work under pressure

## EXPERIENCE

### **2017 – present, QUBO Communications**

#### **Strategy Director, Managing Partner**

- Define the company's development strategy
- Maintain a positive relationship with both internal and external stakeholders
- Responsible for strategic communications of our company and for clients' campaigns
- Lead the implementation of clients' strategic campaigns so that their messages reach the target audience
- Lead research activities for the development of creative concepts and messages
- Write institutional communication strategies
- Interview clients' stakeholders to assess the state of art of communication processes

### **2006 – present, Association of PR and Communications Specialists (ASRP)**

#### **Executive Director, Co-founder**

- Create organization's vision, mission, the unique value proposition, and overall strategy
- Manage fundraising, collaboration, filing, communication, productivity and record keeping
- Collaborate with the board, staff, and other stakeholders in order to reach the mission
- Maintain strong relationships in the sector, among peers, donors, associations and media
- Ensure that the organization meets the highest standards for the communication industry

### **2013 – 2017, Proimagine Agency**

#### **Director, Partner**

- Managed team, finances, and operations
- Defined the company's development strategy
- Led the implementation of clients' strategic campaigns
- Responsible for strategic communications within clients' campaigns
- Led research activities for the development of creative concepts and messages
- Wrote institutional communication strategies
- Interviewed clients' stakeholders to assess the state of art of communication processes

### **2010 – 2013, Orange Group, “Orange Moldova” SA**

#### **CSR Projects Coordinator**

- Planned, developed and implemented the CSR roadmap
- Planned, developed and implemented the Orange Moldova Foundation roadmap
- Maintained the communication with the CSR team within Orange Group
- Answered inquiries from media, individuals and other organizations
- Developed communication and relationships with partners and beneficiaries
- Organized CSR and PR events

### **2008 – 2010, “Profile” Communication Agency**

#### **PR Specialist**

- Managed client accounts
- Developed public relations plans and strategies
- Engaged with clients' marketing departments to align PR campaigns to strategic goals
- Developed existing media (broadcast, traditional, online) relations for placements
- Built, maintained connections with media through traditional, digital and social channels

### **2007 – 2008, “Best Jobs” SRL, subsidiary of “Neogen” SA – Romania**

#### **Digital Marketing specialist**

- Researched social media trends, best practices and technologies
- Published digital marketing content online and managed social media content
- Implemented e-mail marketing campaigns

### **2007 – 2009, State University of Moldova**

#### **Lecturer / Courses: “Community communication”, “PR techniques in CPA”**

- Designed and developed the curriculum
- Prepared lectures, tutorials, workshops and seminars
- Conducted and evaluated assignments, tests and exams
- Conducting research and wrote proposals, articles
- Participated in meetings, conferences, events and training opportunities
- Provided support to students and colleagues
- Published works and articles on communication

## **EDUCATION**

**2021 – present**, Oxford College of Marketing, Professional Diploma in Marketing (ongoing)

**2006 – 2007**, State University of Moldova, MA Degree in Journalism and Communications

**2002 – 2006**, State University of Moldova, Bachelor's in Journalism and Communications