



EUGEN BOICO

Design and Communications Professional
Chisinau, Moldova

+373 (69) 198114
eugen.boico@publicis.md

DATE OF BIRTH:
Dec 20, 1977

PLACE OF BIRTH:
Ialoveni, Moldova

NATIONALITY:
Moldovan, Romanian

EDUCATION:

2022 – 2023
Future London Academy,
London, UK

Design Leader Executive Program
Profile: Designing organisations
and products for the future

2001 – 2003
Advertising High School,
Moscow, Russia

Advertising Management Department
Profile: Management and
development of creative assets

1996 – 2000
Academy of Economic Studies,
Chisinau, Moldova

Marketing Department
Profile: Marketing in the services'
sector

INTERESTS:

Sound design and music production,
generative visual arts, modern art
and popular science.

WORK EXPERIENCE:

2007 – present
Publicis Moldova / NRG Media SRL
Chisinau, Moldova
Founder & General Director

Provides creative and strategic support to major brands
in Moldova and beyond delivering best in class strategy,
communications, advertising, branding and events.
Among many projects, contributed to the creation
and growth of Wine of Moldova, as well as designed
and launched the "Tree of Life" Country Brand.

2006 – 2007
Orange Moldova SA
Chisinau, Moldova
Brand and Communication Manager

Managed the Orange rebrand communication,
events and branding.
Built 97%+ awareness for the Orange brand
in 2 months after launch.
Positioned Orange as the brand of choice on the
local mobile market within 2 months after launch.

2003 – 2006
VOXTEL SA
Chisinau, Moldova
Marketing Manager

Developed and launched 15+ integrated marketing campaigns.
Brought VOXTEL to nr. 1 preferred brand in the country and
won the national Grand Prix for the best creative campaign
in 2006. Increased VOXTEL market share by 8%+

2001 – 2003
VOXTEL SA
Chisinau, Moldova
Advertising manager

Developed and launched 15+ national communication
campaigns. Managed international creative and production
agencies. Brought VOXTEL brand awareness to 96%+

1998 – 2001
VOXTEL SA
Chisinau, Moldova
Merchandising leader

Brought consistency to the presence of VOXTEL brand
in its own & dealer shops.

1996 – 1998
State Patent Office (AGEPI)
Chisinau, Moldova
Trademark Expert

Provided expertise in the process of international trademarks'
registration in Moldova.