

Victoria ADAM

Copywriter and Communication Project Manager @ QUBO Communications

SUMMARY

Communication project manager focused on implementing communication plans to achieve the best results. Specialist in communication and media with 7 years of experience in the field, which contributes to increasing the visibility of agency's projects and clients. Experienced in working with teams of content creators to achieve the most strategic, creative and original communication products. Extensive experience in writing articles, stories, interviews that reflect various social projects in a clear, concise and human-centred manner. Expertise in collaborating with national and regional media in order to build and maintain a good relationship between the client and its audience. Skilled in quickly finding the right solutions for the management and communication processes.

HIGHLIGHTS

- Ability to lead projects to completion
- Problem solving and critical thinking
- Ability to balance multiple priorities
- Strong communication skills
- Tech skills and logical thinking
- Highly responsible and reliable
- Creative mindset
- Adaptable and flexible

EXPERIENCE

2019 – current, QUBO Communications, Copywriter and Communication Project Manager

- Coordinate the implementation of multiple institutional and commercial communication projects
- Manage PR campaigns from planning to delivery and measurement of effectiveness
- Collaborate with the design team, video production team and photographers
- Write texts: success stories, press releases, news, scripts, social media posts etc.
- Conduct marketing and media research
- Coordinate and maintain media relations
- Manage social media pages

2017 – 2019, “People and Kilometers” (“Oameni si Kilometri”) Reporters Association Reporter and Project Manager

- Coordinate a training and scholarships project
- Write long-read materials on social topics such as health, education, depopulation etc.
- Document various topics, analyze statistics and monitor media
- Work closely with photographers and editors
- Manage the field work process

2017 – 2018, Alternative Cinema PR Manager

- Coordinate the communication campaign of the annual event “Romanian Film Days in Chisinau”
- Ensure the visibility of the event and maintain media relations
- Distribute press releases to all and targeted media
- Monitor and analyze the performance of PR campaigns
- Manage social media pages

2014 – 2016, Ziarul National (National Newspaper)

Reporter

- Document and write reports on cultural topics
- Conduct interviews with cultural figures
- Create news content about the main events in the country
- Work closely with the editor and the photographer

2014 – 2015, “Iulia Hasdeu” Center for Culture and Literary Creation

Editor and Project Manager

- Publish a magazine of culture and literary creation
- Manage association’s activities
- Define budgets and prepare reports for funders
- Organize and promote regular events
- Work closely with the graphic designers and contributors

EDUCATION

2022, “Viral Marketing and How to Craft Contagious Content”, University of Pennsylvania, online course

2014 – 2016, Moldova State University, MA in Communication and Information Sciences

2011 – 2014, Moldova State University, Bachelor’s in Communication Sciences