

CV:

Name:	Carina CULAI
Position for this Assignment:	Chief Operating Officer / Team Leader
Nationality:	Moldova
Language Skills:	Romanian – native Russian – native English - fluent
Educational and other Qualifications	University Degree – Academy of Economic sciences – Diploma in Marketing and Finance Certified member of ACCA (Association of Chartered Certified Accountants)

Employment Record: [Insert details of as many other appropriate records as necessary]

From [Year]: 2016 To [Year]: present

Employer: PRIOR MEDIA/WAVEMAKER Moldova

Positions held: COO/Co-managing Director

From [Year]: 2009 To [Year]: 2016

Employer: PRIOR MEDIA

Positions held: CFO/New Business Development

From [Year]: 2007 To [Year]: 2009

Employer: McCann Erickson/ADV Group

Positions held: Senior Accountant

From [Year]: 2005 To [Year]: 2007

Employer: Unique Pharmaceuticals

Positions held: Accountant

Relevant Experience (From most recent; Among the assignments in which the staff has been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks listed under the TOR) [Insert details of as many other appropriate assignments as necessary]

Period: From - To	Name of project/organization:	Job Title, main project features, and Activities undertaken
Aug 2018 – Jan 2019	European Delegation in Moldova, Visibility and communication for actions relating to AA/DCFTA implementation in the framework of EU-funded assistance programmes - Public Awareness-raising Campaign “CREATED IN MOLDOVA – APPRECIATED WORLDWIDE”	Project Coordinator (on PRIOR MEDIA side), supervised all Events and Communications activities, including Grand Event and 10 small-scale events, press releases and media packs, organization of TV and radio talk-shows, video and audio production, full visual identity elaboration and printed materials execution, TV, radio, outdoor, online promotion, monitoring and evaluation of campaign’s results.
Feb 2019 – Jun 2019	European Delegation in Moldova, Visibility and communication for actions relating to AA/DCFTA implementation in the framework of EU-funded assistance programmes - Public Awareness-raising Campaign “In the EU, in the RM: towards the same quality, safety and choice!”	Project Coordinator (on PRIOR MEDIA side), supervised all Events and Communications activities, including Grand Event and 10 small-scale events, press releases and media packs, organization of TV and radio talk-shows, video and audio production, full visual identity elaboration and printed materials execution, TV, radio, outdoor, online promotion, monitoring and evaluation of campaign’s results
Dec 2015 – May 2016	USAID Business Regulatory, Investment, and Trade Environment (BRITE) Project/Chemonics	Project Coordinator (on PRIOR MEDIA side), supervising elaboration, launch and reporting on a multi-phased, multimedia campaign Update Moldova to promote the reform agenda in Moldova

References (minimum 3)	(Name/Title/Organization/Contact Information – Phone; Email) Ms. Raluca Costache / Team Leader / EU Project “Visibility and communication for actions relating to Association Agreement/Deep and Comprehensive Free Trade Agreement implementation in the framework of EU-funded assistance programmes” / Tel.: +373 79 058 022 / Raluca.Costache@pginternational.com
	Mr. Chris McLean / Communications and Marketing Expert / EU-funded Project „Visibility and Communication for AA/DCFTA“ / Tel. +373 (0)79 065 301, Skype: chrismclean / chris.mclean@weglobal.org
	Ms. Lisa Gihring / President / Field Glass Communications / In USA: +1 202-549-0669, In Moldova: +373 (0) 78-703-031 / LGihring@chemonics.com