

Personal information	
First name / Surname	Viorica Bordei
Telephone	+ 372 51 97 44 84 / + 373 69 37 52 42
E-mail	vbordei@ict.md / vbordei@gmail.com
Nationality	Republic of Moldova
Work experience	
Dates	February 2024 - present
Occupation or position held	Communication officer, Moldovan Association of ICT Companies
Main activities and responsibilities	<ol style="list-style-type: none"> 1. Development and the implementation of comprehensive communication strategies aligned with ATIC's general objectives. Ensure multi-channel implementation. 2. Prepare and manage all communications materials: press releases, articles, videos and other promotional materials to ensure consistent messaging. 3. Coordinate the public relations efforts, including organizing media interviews and participation of ATIC representatives in the local TV shows. 4. Conceptualize and lead public awareness campaigns to increase visibility and understanding of ATIC's projects, activities, and initiatives among target audiences. 5. Manage relationships with various stakeholders, including government agencies, donors, partner organizations, and the media to ensure that all project stakeholders are informed, engaged and aligned with ATIC projects/ initiatives goals and processes. 6. Performance evaluation: implement systems for monitoring and evaluating the effectiveness of communication efforts.
Name and address of employer	Moldovan Association of ICT Companies, 9/11, Studentilor str, Chisinau
Type of business or sector	Non-profit organization
Dates	March 2020 – December 2023
Occupation or position held	Maternity leave
Dates	March 2018 – February 2020
Occupation or position held	Head of Communications, Moldovan Association of ICT Companies
Main activities and responsibilities	<ol style="list-style-type: none"> 1. Develop and implement communications and public relations strategies to increase the public's awareness on ATIC projects, activities and initiatives; 2. Enhance ATIC projects image among key stakeholders and maximize media opportunities in local, national, and international media markets. 3. Demonstrate increased comprehension by targeted Moldovan audiences about donors provided assistance
Name and address of employer	Moldovan Association of ICT Companies, 9/11, Studentilor str, Chisinau
Type of business or sector	Non-profit organization
Dates	April 2016 – February 2018
Occupation or position held	Consultant on Marketing and Communication for the “Development of Moldova ICT Excellence Center” Project, National Association of ICT Companies
Main activities and responsibilities	<ol style="list-style-type: none"> 1. Build awareness of the project among the target groups and achieve greater credibility and visibility on a national level. 2. Secure the commitment of Academia, Government and ICT Companies to the project aims. 3. Demonstrate increased comprehension by targeted Moldovan audiences about USAID and Sweden provided assistance for development of ICTEC and raising ICT industry overall competitiveness and increasing youth opportunities. 4. Document how better ICT education, skills and entrepreneurship provide better opportunities for youth in employment, career and business. 5. Document how ICT industry and overall economic competitiveness in Moldova has increased through development of ICT skills, workforce and entrepreneurship.
Name and address of employer	Moldovan Association of ICT Companies, 9/11, Studentilor str, Chisinau

Type of business or sector	Non-profit organization
Dates	April 2012 – February 2020
Occupation or position held	Education Programme Manager, National Association of ICT Companies
Main activities and responsibilities	<ol style="list-style-type: none"> 1. Manage the implementation of the National Educational Robotics Program 2. Design and implement the IT Career Promotion Campaign 3. Organize the annual ICT Career Orientation event, "Women in ICT" event and Junior Initiative Leadership Program
Name and address of employer	Moldovan Association of ICT Companies, 9/11, Studentilor str, Chisinau
Type of business or sector	Non-profit organization
Dates	November 2009 – March 2012
Occupation or position held	Executive Assistant, National Association of Private ICT Companies
Main activities and responsibilities	<ol style="list-style-type: none"> 1. Make pertinent arrangements/providing necessary support for ATIC's events 2. Execute administrative and clerical tasks 3. Coordinate the destination of the financial documentation 4. Website Maintenance. Updating the information and placing relevant materials on the Association's site.
Name and address of employer	Moldovan Association of ICT Companies, 28, Maria Cibotari str, Chisinau
Type of business or sector	Non-profit organization
Dates	November 2008 – July 2009
Occupation or position held	Senior Consultant, the Secretariat of the National Commission for European Integration, Government's office
Main activities and responsibilities	<ol style="list-style-type: none"> 1. Monitor and evaluate the implementation level of the European Integration Agenda (EIA) actions. 2. Provide analytical and logistical support for the National Commission for European Integration (NCEI) and the Special Group of Interdepartmental Coordination (SGIC) meetings. 3. Maintain and developing the web page of the NCEI www.integrare.gov.md.
Name and address of employer	Government's Office of the Republic of Moldova, Piata Marii Adunari Nationale 1, Chisinau
Type of business or sector	Public administration
Dates	June 2008 – November 2008
Occupation or position held	Consultant on youth policy analysis Project "Youth participation in youth policy and community development in the Republic of Moldova" implemented by Youth Media Center in partnership with Ministry of Education and Youth / UNICEF Moldova
Main activities and responsibilities	<ol style="list-style-type: none"> 1. Assistance in the organization of public consultations for the development of the youth legal and normative framework (National Yout Strategy 2009 – 2013, Youth Resource Centre Regulation, Local Youth Council Regulation, Quality Standards for the Youth Resource Centre) 2. Assistance in the implementation of the Youth Year Activity Plan; 3. Providing the synergy between the actions implemented at central level (ministries involved), local level (local authorities) and institutional level (educational authorities) for a smooth implementation of the Youth Year Action Plan.
Name and address of employer	Youth Media Centre, str. Drumul Viilor 30/2, Chisinau
Type of business or sector	Consultancy
Dates	July – December 2008
Dates	September 2007 – April 2008
Occupation or position held	Project assistant Project "Strengthening of institutional and human capacities for the implementation of the Youth Strategy in the Republic of Moldova"

Main activities and responsibilities	<ol style="list-style-type: none"> 1. Assist the Youth Department of the Ministry of Education of Youth in its daily activity; 2. Participate in the organization of trainings and workshops on youth issues; 3. Elaborate and disseminating press releases on project activities / preparing briefing notes for the central public administration representatives;
Name and address of employer	National Resource Centre for Youth Workers, Bd. Stefan cel Mare, nr.73, of. 202, Chisinau
Type of business or sector	Consultancy
Education and training	
Dates	2007-2002
Title of qualification awarded	Diploma of Licentiate
Name and type of organisation providing education and training	Moldova State University, Faculty of International Relations, Political Science and Public Administration, Specialization International Relations
Personal skills and competences	
Mother tongue(s)	Romanian
Other language(s)	English, Spanish, Russian
Social skills and competences	Responsible, flexible, good analytical and communication skills, integrity. Experience of work with representatives of state institutions, civil society and donor community Computer literacy.
Additional information	<p>Ana Chirița, Strategic Projects Director, Moldovan Association of ICT Companies, mob: +373 790 02 866, achirita@ict.md</p> <p>Veaceslav Cunev, Member of the Board, Moldovan Association of ICT Companies, kunev@deeplace.md, +373 22 271 282</p> <p>Ionela Titirez, Manager, Business Consulting / Digital Transformation, Ernst & Young, t.ionela@gmail.com, +373 69 273 283</p>