

CURRICULUM VITAE (CV)

Name of the Expert	Gurau Ludmila
Date of Birth:	14/01/1984
Country of Citizenship/Residence	Republic of Moldova

Education

Name of Institution	Degrees or Diplomas obtained	Date of Obtainment
State University of Moldova	M.A. in Journalism and communications	2006-2007
State University of Moldova	Bachelor's degree in journalism and communications	2002-2006

Employment record relevant to the assignment

Period	Employing organization and your title	Country	Summary of activities performed relevant to the Assignment
May - 2017 present	QUBO Communications Managing Partner & Strategy Director	Chisinau, Republic of Moldova	<ul style="list-style-type: none"> ▪ Develop and oversee the strategic direction and long-term growth of the communication agency, including positioning, services, and client portfolio development ▪ Cultivate and maintain high-level relationships with key stakeholders, including clients, partners, team members, and institutional actors ▪ Provide strategic leadership for both the agency's own communications and for complex client campaigns across public, private, and development sectors ▪ Lead the design and execution of integrated communication campaigns, ensuring message alignment, audience targeting, and measurable impact ▪ Coordinate and supervise research and insight-generation processes to inform creative development, messaging, and campaign architecture ▪ Design and write comprehensive institutional communication strategies tailored to organizational objectives, audiences, and contexts and conduct in-depth stakeholder consultations and communication audits to assess current practices and identify areas for improvement
2013 – April 2017	Proimagine agency Cofounder & Director	Chisinau, Republic of Moldova	<ul style="list-style-type: none"> ▪ Contributed to the establishment of the Orange Moldova Foundation, including the analysis of national and international best practices, and support in institutional structuring ▪ Designed, developed, and led the implementation of Orange Moldova's CSR strategy in alignment with the company's values and global objectives
2010-2012	Orange Group, “Orange Moldova” SA Corporate Social Responsibility	Chisinau, Republic of Moldova	<ul style="list-style-type: none"> ▪ Designed, developed, and led the implementation of Orange Moldova's CSR strategy in alignment with the company's values and global objectives

Key (CSR) Coordinator	<ul style="list-style-type: none"> Developed and managed the strategic roadmap of the Orange Moldova Foundation, ensuring program relevance, consistency, and measurable outcomes Served as the primary liaison with the Orange Group's CSR team, ensuring coordination, knowledge exchange, and alignment with group-wide initiatives Handled external CSR-related inquiries from media, civil society, and institutional stakeholders Built and maintained strong relationships with partners, NGOs, and project beneficiaries to support the delivery and visibility of CSR initiatives
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Membership in Professional Associations and Publications

Name of the association/publication	Position and role	Period
Association of PR and Communications Specialists (ASRP)	Cofounder, member and president	2006 – present
Alliance of Small and Medium-sized Enterprises	The membership is held at the company level	2025

Language Skills (From 1 = Fluent to 5 = Basic)

Language	Reading	Speaking	Writing
Romanian		Mother tongue	
English	1	1	1
Russian	1	1	1

Adequacy for the Assignment:

Detailed Tasks Assigned on Consultant's Team of Experts:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
1. Leadership and Coordination <ul style="list-style-type: none"> Participation in the kick-off meeting with Invest Moldova Agency to clarify project objectives, timeline, and expectations. Overall coordination of the QUBO expert team to ensure effective implementation of all project activities. Planning, monitoring, and supervising the activity timeline and deliverables. Ensuring effective communication with Invest Moldova and other relevant stakeholders. Preparation of progress reports throughout the project duration, in line with agreed reporting requirements. 	Name of assignment or project: <i>International and National Campaign: Promoting the Republic of Moldova as a favorable investment destination, through the "Moldova Business Week" event.</i> Year: 2018-2024 Location: Chisinau Positions held: Strategic communication consultant Activities performed: <ul style="list-style-type: none"> Led and coordinated the communication team across multiple campaign editions, ensuring alignment with national investment promotion goals. Developed the Invest Moldova Agency's institutional communication strategy in 2018, laying the groundwork for effective public and international engagement.

<ul style="list-style-type: none"> Contribution to the drafting and validation of the final report of the collaboration, ensuring content accuracy and coherence. 	<ul style="list-style-type: none"> Provided strategic and crisis communication consulting, crafted tailored messages, speeches, and talking points for high-level officials. Designed and implemented international PR campaigns through PR Wire and led digital advertising efforts (Google Display Network and Facebook Ads) targeting foreign investors.
<p>2. Strategic Communication Consulting</p> <ul style="list-style-type: none"> Context analysis and contribution to the proposal of a personalized name for the program. Organization of internal creative brainstorming sessions to support the development of all deliverables. Defining the strategic direction and key messages for the communication campaign. Coordination of the visual concept and related digital materials for the campaign. 	<p>Name of assignment or project: <i>National Campaign: Promoting the Criminal Assets Recovery Process implemented in partnership with Soros Foundation Moldova</i></p> <p>Year: August 2022 – January 2023</p> <p>Location: Chisinau</p> <p>Positions held: Strategic communication consultant/ Team leader</p> <p>Activities performed:</p> <ul style="list-style-type: none"> Designed and implemented a national communication campaign to raise public awareness of Moldova's criminal assets recovery process. Developed the strategic communication plan and visual identity, aligning messages with transparency and anti-corruption goals. Organized offline events for journalists, influencers, and opinion leaders to boost media coverage and public engagement. Provided social media consultancy and created a Social Media Guide for ARBI to ensure consistent messaging and stronger online presence.
<p>3. Quality Assurance Manager</p> <ul style="list-style-type: none"> Reviewing and validating all deliverables before submission to the client. Ensuring content quality (language, style, informational accuracy) in both Romanian and English. Verifying alignment of all materials with the Invest Moldova visual identity. Supervising compliance with deadlines and quality standards as per contractual obligations. 	<p>Name of assignment or project: <i>Multiple national campaigns including:</i></p> <p>a) <i>Fighting stigma associated with COVID-19</i> (2020);</p> <p>b) <i>Rehabilitation after COVID-19</i> (2020–2021); c) <i>Promoting Community Mental Health Centers</i> (2021–2022); d) <i>A vaccinated child is well protected</i> (2022–2023); e) <i>Med Safety app promotion</i> (2023); f) <i>The Breastfeeding Caravan</i> (multiple editions), also targeting parents; g) <i>Anti-tobacco campaign within youth</i> implemented with WHO Moldova (2024-2025)</p> <p>Year: 2020 - ongoing</p> <p>Location: Chisinau</p>
<p>4. Content Development & Editorial Coordination</p> <ul style="list-style-type: none"> Coordinating the data collection, interviews, and on-site documentation processes for content development. Supervising and validating editorial content (company profiles, success stories, market descriptions, etc.). Guiding the English-language drafting process for the Program's eBook and Hard Book. 	
<p>5. Digital & Print Assets Oversight</p>	

<ul style="list-style-type: none"> ▪ Coordinating the development and launch of a bilingual landing page (Romanian/English) on www.invest.gov.md. ▪ Supervising technical functionality: digital catalog, filtering system by industry (max. 10 sectors), company profiles. 	<p>Positions held: Strategic communication consultant/ Team leader</p> <p>Activities performed:</p> <ul style="list-style-type: none"> ▪ Led the overall strategic planning of the national health campaigns in alignment with WHO public health priorities and communication goals. ▪ Advised on key messages, tone of voice, and audience segmentation to ensure relevance, clarity, and impact. ▪ Developed campaign frameworks, slogans, and content directions tailored to sensitive health topics such as mental health, vaccination, stigma, and maternal health. ▪ Supervised the creation and structure of the health communication website www.cumtesimtiazi.md, aligning content with campaign objectives. ▪ Coordinated messaging adjustments based on health data trends and public sentiment.
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Certification: I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available, as and when necessary, to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.

CURRICULUM VITAE (CV)

Name of Expert:	Mariana Gălescu
Date of Birth:	02/06/1982
Country of Citizenship/Residence:	Republic of Moldova

Education:

Name of Institution	Degree/Diploma	Date of Obtainment
Free International University of Moldova	Bachelor's in Business Administration	2009 – 2012
State University of Moldova (IRIM)	Graduate in International Relations	2000 – 2004

Employment record relevant to the assignment:

Period	Employing organization and position. Contact info for references	Country	Summary of activities performed relevant to the Assignment
2017 – present	QUBO Communications – Creative Director For references: hello@qubo.md	Moldova	Develop creative concepts and strategic messaging. Lead creative brainstorming sessions, supervise copywriting, design, and video teams. Write, edit and translate copy in Romanian, Russian, and English. Coordinate social media ad campaigns and manage digital presence. Conceptualize and produce creative PR, advertising and social video materials. Lead content development for complex national and international campaigns.
2014 – 2017	Proimagine Agency – PR Specialist & Copywriter	Moldova	Generated creative ideas. Copywriting and content writing across PR and campaign briefs. Researched extensively the briefed topics. Wrote, edited and translated copy in Romanian, Russian, and English.
2011 – 2017	Nondiscrimination Coalition – Communications Coordinator	Moldova	Led media relations and advocacy campaigns (EU/national). Drafted communications strategies and policy documents. Organized national-level events and awareness activities.

2014 – 2015	Prime TV – Senior TV Editor	Moldova	Managed the morning show newsroom. Edited news and reportages, plan, suggest and approve stories. Improved style, structure, formatting and accuracy of reports. Trained new reporters.
2011 – 2014	Jurnal TV – Senior TV Editor	Moldova	Edited news and programs in the Production Department. Approved and suggested stories. Improved style, structure, formatting and accuracy of reports. Made special reportages for the “Ministerul Adevarului” show.
2010 – 2011	Rolsimedia Agency – PR & Marketing Manager	Moldova	Generated ideas for clients' branding and campaigns. Wrote press release and articles, prepared promotional materials. Maintained the company's website, intranet and social media accounts.
2005 – 2010	Best Jobs SRL / Neogen SA – Digital Marketing Coordinator	Moldova Romania Bulgaria Serbia	Researched markets, identified and evaluated trends. Implemented communications and marketing strategies. Managed marketing activities across 4 countries: Romania, Moldova, Bulgaria, Serbia. Supervised international staff of 10.

Membership in Professional Associations and Publications:

Member of the Association of PR & Communication Specialists

Language Skills:

Language	Reading	Speaking	Writing
Romanian (MT)	1	1	1
English	1	1	1
Russian	1	1	1
French	2	2	2

Scale: 1 = Fluent, 2 = Good, 3 = Intermediate, MT = Mother Tongue

Adequacy for the Assignment:

Detailed Tasks Assigned on Consultant's Team of Experts:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks

<ul style="list-style-type: none"> - Analyze and propose a personalized name for the program. - Supervise the development and editing of all communication deliverables. - Lead creative direction and ensure alignment with Invest Moldova branding. - Support in concept development and narrative shaping for promotional activities. 	<p>Project: WHO Moldova Communication Campaigns Years: 2020-2025 Role: Creative Director Activities: Created slogans, messaging, visual concepts, and digital products including www.cumtesimtiazi.md, guides, infographics, podcasts, and digital ad campaigns.</p> <p>Project: Labour Inspectorate Recruitment & Reform Campaign (ILO) Years: 2022-2025 Role: Creative Director Activities: Developed campaign concept, mascot, slogan, media and web content, social and digital ad strategy, including www.inspector.md and www.lucrezlegal.md.</p> <p>Project: Medpark International Hospital Branding and Campaigns Years: 2017-2025 Role: Creative Director Activities: Led brand restyling and creative work for the institutional image and service lines.</p> <p>Project: Heritage International School Communication & Promotion Years: 2017-2025 Role: Creative Director Activities: Managed full-service strategic and creative communication for the brand and its services.</p>
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Expert's contact information:

E-mail: mariana.galescu@qubo.md / Phone: (+373) 69 355 122

Certification:

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CURRICULUM VITAE (CV)

Name of Expert:	Irina Caliman
Date of Birth:	09/02/1985
Country of Citizenship/Residence	Republic of Moldova

Education

Name of institution	Degree/Diploma	Date of obtainment
"Dimitrie Cantemir" Christian University, Bucharest, Romania	Master's degree in Marketing Negotiations in Business	2008-2010
National School of Political and Administrative Studies, Faculty of Communication and Public Relations, Bucharest, Romania	Bachelor's degree in Communication Studies and Public Relations	2004-2008

Employment record relevant to the assignment

Period	Employing organization and your title/position. Contact info for references	Country	Summary of activities performed relevant to the Assignment
2017- present	QUBO Communications Media Director, Partner	Republic of Moldova	Coordinate and implement PR & advertising campaigns. Develop and implement communication plans. Write, coordinate and disseminate talking points for the PR events. Maintain the communication with the media before, during and after PR events. Write PR materials and coordinate PR videos. Write, coordinate and disseminate fact sheets for both media and QUBO Communications clients, prior to media interviews, TV/radio shows etc.
2015 – 2017	"Proimagine" agency PR manager	Republic of Moldova	Developed PR strategies for the projects managed by the agency. Wrote PR materials and coordinated PR videos. Coordinated and implemented PR & advertising campaigns
2014 – 2015	Communications, Press and Protocol service, The National Bank of Moldova Head of Communications	Republic of Moldova	Organized press conferences, press briefings and other activities to maintain the relations with the media and to provide information about NBM activities. Maintained collaboration with various national and international institutions

			accredited in Moldova in order to solve operational tasks. Coordinated the organization of the main formal events hosted by the NBM and provided the necessary information for the NMB management team. Conducted the necessary protocol actions for the above-mentioned purposes.
2010 – 2014	Publika TV Producer and host of the weekly news summary TV program (“News Week”)/Editor, international newsdesk	Republic of Moldova	Elaborated the detailed plan for the show (research, selection of public interest subjects, writing the news and, subsequently, verifying the subjects proposed for airing in compliance with the editorial policy of the channel, producing the news, reportages and necessary interviews).

Language Skills

Language	Reading	Speaking	Writing
Romanian (MT)	1	1	1
English	1	1	1
Russian	1	2	2
French	3	3	3

Scale: 1 = Fluent, 2 = Good, 3 = Intermediate, MT = Mother Tongue

Adequacy for the Assignment

Detailed Tasks Assigned:

- Leading the development and implementation of the online promotional campaign,
- Media relations management to maximize visibility for the program and the awarded brands
- Coordination of the content development for both the printed and digital versions of the book
- Conducting interviews and writing brand stories in English
- Contribution to drafting texts for the landing page

Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks

Detailed Tasks Assigned on Consultant's Team of Experts:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
<ul style="list-style-type: none"> • Leading the development and implementation of the online promotional campaign, • Media relations management to maximize visibility for the program and the awarded brands • Coordination of the content development for both the 	<p>Name of assignment or project: National Wine Day Year: 09/2024 -09/2023 – 09/2022 Location: Chisinau Positions held: PR&Media Coordinator Activities performed:</p> <ul style="list-style-type: none"> • Planned, coordinated, and executed all media relations and advertising activities • Main PR and media advisor, shaping national mass-media communications activities, narratives

<p>printed and digital versions of the book</p> <ul style="list-style-type: none"> Conducting interviews and writing brand stories in English Contribution to drafting texts for the landing page 	<p>and aligning coverage with PR communication goals.</p> <ul style="list-style-type: none"> Drafted and disseminated over 30 media materials, facilitated more than 300 media appearances across TV, radio, digital, and social platforms through proactive outreach and strategic media engagement. Maintained ongoing collaboration with journalists and editors, ensuring accurate, diverse, and impactful coverage of event. <p>Name of assignment or project: Moldova e-Governance Agency , National campaign for popularizing the digital services, 2024-April 2025</p> <p>Location: Chisinau</p> <p>Positions held: Team Leader/PR&Media Coordinator</p> <p>Activities performed:</p> <ul style="list-style-type: none"> Management the visibility of the project Development of the campaign concept, key visual, strategic communication plan Strategic consultancy on messaging, public positioning, and risk-sensitive communications Drafted the content for the landing page of the campaign (ro/ru/en) and collaboration with the technical staff <p>Name of assignment or project: Communication campaign: EPC Summit - European Political Summit, co-funded by EU</p> <p>Location: Chisinau</p> <p>Positions held: Media relations coordinator</p> <p>Activities performed:</p> <ul style="list-style-type: none"> Media relations management for local media Management of accreditations for local and international media and media support to ensure the event's visibility before and during the event.
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Expert's contact information: irina.caliman@qubo.md (+373) 69021887

Certification:

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CURRICULUM VITAE (CV)

Name of Expert:	Mihaela Railean
Date of Birth:	18/11/1994
Country of Citizenship/Residence	Republic of Moldova

Education

Name of Institution	Degrees or Diplomas obtained	Date of Obtainment
National University of Arts George Enescu, Romania	Doctorate Degree (PhD)	2022 – Present
National University of Arts George Enescu, Romania	Master of Arts (MA) in Visual Art and Design	2016 – 2018
Escola Superior de Disseny de les Illes Balears, Spain	Erasmus Master of Arts (MA) in Visual Art and Design	2017 – 2018
National University of Arts George Enescu, Romania	Bachelor's in Visual Art and Design	2013 – 2016

Employment record relevant to the assignment

Period	Employing organization and your title/position. Contact info for references	Country	Summary of activities performed relevant to the Assignment
April 2025 - present	QUBO Communications Graphic and Web Designer	Republic of Moldova, Chisinau	<ul style="list-style-type: none"> • Designing brand identities from concept • Designing websites and UI layouts • Designing concepts for digital platforms, outdoor advertising, and print materials • Creating video assets for social media, advertising and branded content
August 2022 - March 2025	Loopina Agency Art Director	Republic of Moldova, Chisinau	<ul style="list-style-type: none"> • Creating projects: branding, advertising, and web design projects for clients across Germany, the UK, the US, and Australia • Developed and executed 360° campaigns across digital, print, and social channels, tailored to diverse international markets • Designed custom websites
August 2019 - August 2022	Ogilvy Moldova Creative Graphic Designer	Republic of Moldova, Chisinau	<ul style="list-style-type: none"> • Created 360° advertising campaigns across digital, print, and social media • Developed visual concepts aligned with brand identity and marketing goals • Designed creative direction for websites • Created comprehensive brand identities, visual guidelines • Designed video storyboards and directed creative vision for video spots • Presented concepts and creative proposals to clients, adapting based on strategic needs

Language Skills (indicate only languages in which you can work)

From 1 = Fluent to 5 = Basic, MT = Mother Tongue)

Language	Reading	Speaking	Writing
Romanian	MT	MT	MT
English	1	1	1
Russian	2	2	2
Spanish	3	3	3

Adequacy for the Assignment

Detailed Tasks Assigned on Consultant's Team of Experts:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
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<ol style="list-style-type: none"> Development of Key Visual Concept: Design of Outdoor Advertising Materials (OOH) Created key visuals for billboards, citylights, and other out-of-home formats: Adapted visuals to multiple outdoor sizes and technical requirements Creation of Digital Advertising Banner: Designed static and animated banners optimized for Google Ads and various digital platforms; Adjusted layout and visuals for different screen sizes and formats Preparation of Visual Guidelines for Photoshoot: Defined art direction, moodboards, and references to guide photography team; Ensured visual coherence between photography and campaign identity 	<p>Name of Project: Medpark Campaign: Ce faci cand află?</p> <p>Year: 2025</p> <p>Location: Republic of Moldova, Chisinau, QUBO COMMUNICATIONS</p> <p>Position Held: Graphic Designer</p> <p>Main Responsibilities and Achievements:</p> <ul style="list-style-type: none"> Developed the key visual concept illustrating emotional message Created key visuals for outdoor advertising (OOH), ensuring high visual impact and clarity Designed a set of digital banners adapted for Google Ads and various online placements Prepared visual guidelines and mood references for the campaign photoshoot
<ol style="list-style-type: none"> Design of Social Media Visuals: Created dynamic visual content for pre-event promotion, real-time updates, and post-event summaries; Developed assets tailored for Instagram, Facebook, LinkedIn, and other digital platforms Creation of Motion Graphics & Video Assets: Produced short promotional videos and animated elements aligned with event themes; Delivered motion content for social media, digital displays, and on-site use Development of Presentation & On-site Visuals: Designed branded templates for keynote speakers and partners; Created digital visuals for LED screens, banners. Creative Collaboration with Content & Marketing Teams: Translated complex topics (digital transformation, tech innovation) into accessible visual format 	<p>Name of Project: Moldova Digital Summit</p> <p>Year: 2025</p> <p>Location: Republic of Moldova, Chisinau, QUBO COMMUNICATIONS</p> <p>Position Held: Graphic Designer & Motion Designer</p> <p>Main Responsibilities and Achievements:</p> <ul style="list-style-type: none"> Designed dynamic and engaging social media visuals tailored for pre-event hype, live updates, and post-event content Collaborated closely with the content and marketing teams to translate complex information into clear, compelling visuals for a tech-savvy audience Adapted designs for various screen formats, including web, mobile, and large-scale event screens Contributed to elevating the overall perception of the summit as a premier digital innovation event
<ol style="list-style-type: none"> Redesign of Visual Identity System and Brandbook: Created a refreshed brand logo aligned with the company's updated market positioning; Developed a full visual identity Packaging Design for Product Lines: Designed packaging concepts for various meat product categories; Adapted packaging visuals to meet technical specifications for print and production; Balanced product visibility, brand coherence, and consumer shelf appeal 	<p>Name of Project: Carmez – Rebranding & Packaging Design</p> <p>Year: 2022</p> <p>Location: Republic of Moldova, Chisinau, Ogilvy Moldova</p> <p>Position Held: Creative Graphic Designer</p> <p>Main Responsibilities and Achievements:</p> <ul style="list-style-type: none"> Redesigned the logo and full visual identity system for a national meat brand

<p>3. Design of Outdoor Advertising Materials (OOH): Designed billboards, banners, and citylights for the national launch campaign; Ensured visual impact and brand recognition</p>	<ul style="list-style-type: none"> Developed packaging across multiple product lines Designed outdoor advertising (OOH) materials Collaborated with creative director, photographs, DTP designers
<p>1. Website Layout and UI Design: Created the full visual layout and page structure for the website; Defined grid systems, hierarchy, and navigation flow based on best UI practices</p> <p>2. UX-Focused Design Approach: Prioritized user experience; Mapped user journeys to align with client goals and service offerings</p> <p>3. Responsive Design Delivery: Designed adaptable versions for mobile, tablet, and desktop formats; Ensured accessibility and functionality across all major devices</p>	<p>Name of Project: Incotro Creative Agency – Website Design Year: 2022 Location: Romania, Iasi Position Held: WebDesigner Main Responsibilities and Achievements:</p> <ul style="list-style-type: none"> Designed the website layout and user interface for a creative agency Focused on UX and visual consistency across devices Provided responsive versions and developer-ready assets

Expert's contact information: e-mail: mihaela.railean@qubo.com, phone: +373 62 159 650

Certification:

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CURRICULUM VITAE (CV)

Name of Expert:	GALINA CHISTRUGA
Date of Birth:	13.07.1992
Country of Citizenship/Residence	Republic of Moldova

Education:

M.Sadoveanu Theoretical High School, Ocnița
 Art School, Ocnița
 Technical University of Moldova, Faculty of Design

Employment record relevant to the assignment:

Period	Employing organization and your title/position. Contact info for references	Country	Summary of activities performed relevant to the Assignment
December 2024 - present	QUBO Communications	Republic of Moldova, Chisinau	<ul style="list-style-type: none"> ● Managing visual style and imagery across all projects ● Creating graphic concepts for marketing and advertising materials ● Developing vision, styles and techniques for team implementation ● Prioritizing the team to deliver high quality work on time and within budget ● Analyzing market trends and consumer needs ● Working with copywriters and creative director to produce final designs ● Defining production, productivity and quality standards ● Preparing files for large digital print jobs
March 2020 - November 2024	"PRO-MAPIX" SRL	Republic of Moldova, Chisinau	<ul style="list-style-type: none"> ● Creating layouts for business cards, flyers, brochures, catalogs, outdoor advertising, logo design, ● Customer interaction ● Creation of commercial offers ● Order tracking: from request to fulfillment
April 2017 - April 2020	"Pictografic" Typography	Republic of Moldova, Chisinau	<ul style="list-style-type: none"> ● Creation of layouts for business cards, flyers, brochures, catalogs, outdoor advertising, logo design ● Corporate identity development
August 2016 - January 2017	"PRO-MAPIX" SRL	Republic of Moldova	<ul style="list-style-type: none"> ● Creation of layouts for business cards, flyers, brochures, catalogs, outdoor advertising, logo design, ● Design of physical banners for street advertising
April 2015 - May 2016	NUNTA.MD	Republic of Moldova,	<ul style="list-style-type: none"> ● Creating layouts for photo stands, brandwall, invitations and postcards ● Preparing layouts for laser engraving

		Chisinau	<ul style="list-style-type: none"> • Creation of visual materials for street advertising (flyers, posters, billboards) • Organizing and coordinating photo sessions for advertising campaigns and visuals
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Language Skills (indicate only languages in which you can work):

Russian (native), Romanian (fluent), English (basic)

Adequacy for the Assignment:

Detailed Tasks Assigned on Consultant's Team of Experts:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
<ol style="list-style-type: none"> 1. Elaborate book design, layout, and branding, ensuring alignment with Invest Moldova's visual identity. 2. New landing page and digital catalogue developed and embedded in the existing www.invest.gov.md Agency' page. 3. Program' Awards Book (paper based) and e-Book content, graphic design and layout developed and ready for print. 4. Visual identity, naming and toolkit elaborated and adapted to visibility requirements. 	<p>Name of Project: <i>Design and Layout of Publications on Local Development and Culture</i> (UNESCO & HOPE'87) Year: 2023 Location: Republic of Moldova, Chisinau, Pro-Mapix SRL Position Held: Graphic Design and Publishing Expert Main Responsibilities and Achievements:</p> <ul style="list-style-type: none"> • Developed and designed three publications (books and brochures) focused on local development and cultural heritage. • Selected and enhanced photographic and graphic content to ensure visual consistency and quality. • Created original infographics to effectively communicate complex data and concepts.. <p>Name of Project: <i>Corporate Identity and Branding Support for Agropartener</i> Year: 2024 Location: Republic of Moldova, Chisinau, Pro-Mapix SRL Position Held: Visual Identity and Print Design Specialist Main Responsibilities and Achievements:</p> <ul style="list-style-type: none"> • Developed the company's logo and core branding elements to support visual representation and market positioning. • Created and prepared for print various promotional materials, including flyers, brochures, and business cards. • Designed key outdoor advertising elements, which formed the foundation for the company's initial visual communication strategy.
	<p>Name of Project: <i>Key Visual Development and Digital Campaign Design for Medpark FIV</i> Year: 2025 Location: Republic of Moldova, Chisinau, QUBO COMMUNICATIONS Position Held: Visual Communication and Digital Design Specialist Main Responsibilities and Achievements:</p>

	<ul style="list-style-type: none"> Developed the core <i>key visual</i> concept based on the idea of illustrating key stages and common myths within the field of fertility and IVF. Created a full series of custom illustrations aligned with the key visual to support narrative and brand identity. Designed layouts and adapted (resized) visual assets for use in Google Ads and other digital advertising formats. Ensured a cohesive visual language across all campaign components for increased audience engagement.
	<p>Name of Project: <i>Annual Key Visual Design for EFSE Event</i> Year: 2025 Location: Republic of Moldova, Chisinau, QUBO COMMUNICATIONS Position Held: Visual Identity and Event Design Specialist Main Responsibilities and Achievements:</p> <ul style="list-style-type: none"> Created and adapted the annual <i>key visual</i> concept based on the specific theme of the year's EFSE event. Incorporated associative imagery and graphic elements relevant to the thematic focus, ensuring clear visual storytelling. Applied contemporary graphic design trends to enhance the overall aesthetic and communication effectiveness. Delivered a cohesive and recognizable visual identity used across various event materials and platforms.

Expert's contact information: galina.chistruga@qubo.md, +373 6994 7416

Certification:

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CURRICULUM VITAE (CV)

Name of the Expert	Ivan Faina
Contact information	+373 68 30 2000 / ivanfaina@finedigital.md
Country of Citizenship/Residence	Republic of Moldova

Education

Name of Institution	Degrees or Diplomas obtained	Date of Obtainment
NATIONAL COLLEGE of TRADE	Accounting Specialization	2003-2007
ACADEMY OF ECONOMIC STUDIES	Marketing and Logistics Specialization	2007-2010
ACADEMY OF ECONOMIC STUDIES	School Master in Economics and Business Excellence	2010-2012

Employment record relevant to the assignment

Period	Employing organization and your title	Country	Summary of activities performed relevant to the Assignment
March 2021 – present	FINE DIGITAL OWNER Digital Marketing Specialist and Site Development	Chisinau, Republic of Moldova	<p>Client portfolio management: Fashion, Beauty, Agriculture, B2B, IT, Legal services industries</p> <ul style="list-style-type: none"> - Digital marketing strategies from A to Z on all Social Media platforms (Meta, LinkedIn, Tiktok, etc.), Google platforms including DV360; - Marketing audit of the clients; - Budgeting marketing activities of portfolio companies (year/quarterly/month); - Launching, monitoring and analysis of digital marketing campaigns; - SMM & Site development.
September 2012 – Present	ACADEMY OF ECONOMIC STUDIES University lector, Marketing and Logistics Cathedra	Chisinau, Republic of Moldova	<ul style="list-style-type: none"> - Responsible for assessing students on the objects as logistics and marketing in specialties Business and Administration, Accounting and Tourism; / Starting with 2016, master classes of Online Marketing and Media Planning.
April 2017 – March	INDIGO GRUP IN AFFILIATIO	Chisinau, Republic	<ul style="list-style-type: none"> - Client portfolio management: Banking, Microfinance, Franchise, FMCG, Pharma, Construction etc.

2021	N WITH MEDIACOM Digital Marketing Director	of Moldova	<ul style="list-style-type: none"> - Creation and implementation of clients marketing strategies; - Marketing audit of the clients; - Budgeting marketing activities of portfolio companies (yearly/quarterly/monthly); - Launching, monitoring and analysis of digital marketing campaigns; - Elaboration of post buy reports of campaigns; - Creating social media strategies (Content plan + ads management/reporting): Facebook, Instagram, LinkedIn, Tiktok etc.
June 2016 – March 2017	OM CREDITS 2 ALL SRL Marketing manager	Chisinau, Republic of Moldova	<ul style="list-style-type: none"> - Development and implementation of the Brand strategy; - Budgeting marketing activities for a year and per month; - Managing the marketing budget (approx. 150K annual); - Planning and executing online campaigns. Administration of Google Ads account, Facebook page, My Target (www.ok.ru); - Create content for site, on page and off page; - Planning and executing offline campaigns, OOH, public transport advertising etc.; - Collaboration and communication with local advertising agencies and studios for TV video production and OOH placement; - Managing the phone and site surveys about marketing channels effectiveness and efficiency; - Weekly and monthly reporting: advertising channel effectiveness and efficiency, costs per sale (CPS), cost per acquisition (CPA), web conversion rate, success funnel of online and offline channels. - Competition monitoring by channel of advertising.
2012 – 2014	NATIONAL ASSOCIATION OF MARKETING Co-founder and Projects Manager	Chisinau, Republic of Moldova	<ul style="list-style-type: none"> - Directly responsible for project implementation (negotiation, management, logistics and deadline); - Responsible for issuing brand books, market analysis, presentation for different companies which are interested in our market services.
September 2014 – June 2016	MOLDCEL L SA, part of TeliaSonera Sweden Digital, Web and Social Media	Chisinau, Republic of Moldova	<ul style="list-style-type: none"> - Developing and implementing online strategy of the company Moldcell SA; - Responsible for site maintenance www.moldcell.md; - Responsible for online projects like: e-shop, e-ticket, android and iOS applications etc. - Responsible for Social media pages; - Web analytics: Google Analytics, Social Bakers, Facebook insights.

2011 – 2015	NEWS MEDIA ONLINE Ltd Co-founder and General Manager (www.stirilocala.md , www.agrobi znes.md)	Chisinau, Republic of Moldova	- Budget planning and company accounting; - Negotiating contracts and partnerships; - Branding and rebranding of the sites.
February 2014 – February 2015	FANFAN.MD Marketing Manager	Chisinau, Republic of Moldova	- Internet marketing: responsible for content on the site www.fanfan.md , Facebook page administrator, online promotions; - CRM management; - Planning, implementation and managing marketing activities.
July 2012 – April 2013	CONVEL Ltd Marketing Manager	Chisinau, Republic of Moldova	- Planning, implementation and managing marketing activities; - Facebook page administrator, online promotions; - Competition monitoring by channel of advertising.
February 2010 – 2011	JURNAL TRUST MEDIA Executive Producer, News Department , Jurnal TV channel Producer, Financial Journal program, Jurnal TV channel Reporter, Economic Department , Jurnal TV channel	Chisinau, Republic of Moldova	- As a reporter, the main responsibility was to the most informed journalist on economic issues as Jurnal TV was 24/24 news television - Writing and drawing a minimum 5 economic and business news per day, two national and three international; - As a producer, to broadcast the Financial Journal and managing the department of economic news; - As executive producer, planning news in a half a day and team leader of the editorial that had approx. 70workers.
May 2007 – August 2009	COSMOBIL Ltd Administrator of Mobile Phone	Chisinau, Republic of Moldova	- Administration and selling mobile phones in a phone shop, mobile products and services; - The main rule was: more sales, more sales

Store Customer Sales Representa tive			
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Language Skills (From 1 = Fluent to 5 = Basic)

Language	Reading	Speaking	Writing
Romanian		Mother tongue	
English	1	1	1
Russian	1	1	1

Adequacy for the Assignment:

Detailed Tasks Assigned on Consultant's Team of Experts:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
Analysis of the e-commerce market in the Republic of Moldova	CHEMONICS INTERNATIONAL, INC. WASHINGTON SUCURSALA CHIȘINĂU Chisinau, Moldova 2023
Trainer Digital Marketing: Sustainable and climate resilient communities by empowering women	PNUD MOLDOVA Chisinau, Moldova 2020
Speaker: The big picture of making a digital strategy (http://supernova.novaweb.md)	SUPERNOVA DIGITAL SUMMIT CHISINAU 2019 Chisinau, Moldova October 2019
Trainer, Practical training course on online/social media for communication professionals of the Ministries of the Government of the Republic of Moldova	UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT Chisinau, Moldova October 2018
Speaker, YouTube for Performance: Turn attention into action with video Ads (http://novaweb.md/conference/)	ONLINE VIDEO ADS CONFERENCE 2018 Chisinau, Moldova October 2018
Digital Marketing Trainings	ICEE FEST 2018 – DIGITAL AND TECH CONFERENCE Bucharest, Romania June 2018
Speaker, My Target - My Channel, My Sales, My Results. (https://goo.gl/gCBe8K)	DIGITAL DAY 2018 – INTERNET MARKETING AND ADVERTISING ANNUAL CONFERENCE Chisinau, Moldova March 2018
Training, Digital Marketing	TELIASONERA EURASIA Istanbul, Turkey January 2015

Training, Promoting Independent Media Through Desktop Publishing	POLISH-CZECH-SLOVAK SOLIDARITY FOUNDATION Warsaw, Poland April 2013
Training, Digital marketing	HUSQVARNA GROUP Jönköping, Sweden August 2012
Bucharest, Romania December 2010 Training, the Management of News Editorials	ANTENA 1 & ANTENA 3 TV CHANNELS

Certification: I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available, as and when necessary, to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.