

## **Iana FURTUNA**

Copywriter and Media Relations Specialist @ QUBO Communications

### **SUMMARY**

Creative copywriter specialized in Romanian copy, in charge of media relations for QUBO clients. With a Bachelor's degree in Journalism and Communication and a Master's in Media Management, a strong, determined PR specialist, having the ability to manage efficiently various types of initiatives, projects. Significant expertise in the field of content writing, video production and media relations, due to over 5 years of experience in media and communications. The broad experience in TV journalism has also increased my ability to write clearly and to research extensively, before writing valuable texts. As a copywriter of texts about the Information Technology industry, I have conducted and monitored media campaigns on the fields of Fintech, AgTech, MedTech, EdTech and STEM disciplines, whilst effectively strengthening my digital capacity and skills.

### **HIGHLIGHTS**

- Active listening and conflict resolution
- Ability to work efficiently
- Strong communication skills
- Self-organization and high sense of responsibility
- Creative thinking and writing
- Proactive, adaptable and flexible

### **EXPERIENCE**

#### **2020 – present, QUBO Communications**

##### **Copywriter and Media Relations Specialist**

- Write articles, press releases, stories, interviews and other types of texts for clients
- Write social media content
- Create site content
- Write scripts for events and videos
- Contribute to developing new communication strategies
- Media relations to promote the correct messages of QUBO clients
- Monitor and analyze the press and the effectiveness of media campaigns
- Project management
- Collaborate with the design team, video production team and photographers

#### **2013– 2016, Publika TV**

##### **Newsdesk redactor**

- Monitor TV shows and write informative materials for television broadcasting
- Write news and reports for TV news magazines

- Monitor press conferences, briefings, events and write materials for television broadcasting
- Collaborate with the team of producers, news, publishers and video

**2012– 2013, Acord Travel**

**PR Manager**

- Create content for website and social media
- Manage social media pages
- Monitor and analyze the performance of social media campaigns
- Write articles, interviews, informational materials for clients
- Organize and coordinate project events
- Collaborate with the team of photographers, videographers and branch managers

**EDUCATION**

**2021** – “Gender equality in the labor market”, training course certificate, Educational Game for Youth, with the support of UN Women and Sweden

**2012 – 2014**, State University of Moldova, MA in Journalism and Communications

**2009 – 2012**, State University of Moldova, Bachelor’s in Journalism and Communications