

CURRICULUM VITAE (CV)

Position Title and No.	Media Relations specialist
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	"Proimage" 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 printed and digital versions of the book 	<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 and aligning coverage with PR communication goals.

<ul style="list-style-type: none"> • Conducting interviews and writing brand stories in English • Contribution to drafting texts for the landing page 	<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 Location: Chisinau Positions held: Team Leader/PR&Media Coordinator 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 Location: Chisinau Positions held: Media relations coordinatori 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:

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.

Irina Caliman

04/05/2025

Name of Expert
Date

Signature

04/05/2025

Name of authorized

Signature

Date