

Name	Victor Nicolaescu
Position for this assignment	Project Manager
Nationality	Moldovan
Language Skills	Romanian - Native Russian - Fluent English - Fluent
Education	1) College Degree in Law and Jurisprudence (2006 - 2009) - National College of Trade, Chisinau, Republic of Moldova; 2) Bachelor in Economic Sciences (2009 - 2011) - Academy of Economic Studies of Moldova, Chisinau; 3) Master Degree in Economic Sciences (2011 - 2013) - Academy of Economic Studies of Moldova, Chisinau.
Current Position	Managing Partner at Parsec
Employment Record	

From: December 2016 To: Present _____

Employer: "SCP Parsec" S.R.L.____

Positions held: Co-founder and Managing Partner.

- Creating, communicating and implementing the company's vision, mission, and overall direction. Leading the development and implementation of the overall company's strategy;
- Formulating and implementing the strategic plan that guides the direction of the company;
- Maintaining awareness of both the external and the internal competitive landscape, opportunities for expansion, customers, markets, new industry developments and standards;
- Managing the official opening of the Castel Mimi;
- Public events organization within the ATRECO project campaign "Increased Efficiency, Accountability and Transparency of Courts in Moldova";
- Within the USAID Moldova Competitiveness Project, focused on "wine production and export clustered with the tourism sector", Planning and offering logistic support to the organization of Wine Friendly project events, 3rd editions and 30 restaurants;
- Organization of public events within the project "Moldova Employment and Entrepreneurship Education and Training Activity, MEETA Phase IV" and within the project "Re-Engineering Vocational Orientation and Career Counselling (REVOCC) for Moldovan labour force competitiveness";
- Organization of public events for Central Electoral Commission within the EDMITE project „Enhancing democracy in the Republic of Moldova through inclusive and transparent elections“;
- Event manager of the first Electoral creative laboratory – InnoVoter.

From: May 2017 To: October 2017 _____

Employer: EU Delegation to the Republic of Moldova.

Positions held: Junior non-Key Expert on Advocacy Component. Delegation of the European Commission to Moldova Project «Support to the Competition Council – Moldova»

- Support of the project's visibility and competition culture advocacy tasks; more specifically, support to the improvement of public awareness among competition framework stakeholders for the purpose of improving competition culture in the Republic of Moldova;
- Support for event management for external stakeholders (media, businesses, universities, civil organizations etc.) including the organisation of seminars, roundtables, conferences, meetings of all kinds;
- Close communication and correspondence with the Consortium, the beneficiary, stakeholders and other related persons for the purpose of advocacy promotion;
- Assistance in developing and organizing project documents and files for advocacy and public awareness.

From: March 2017 To: October 2017 _____

Employer: German Development and Cooperation Agency.

Positions held: Key Expert on the project - Increased Efficiency, Accountability and Transparency of Courts in Moldova.

- Ensuring of interinstitutional communication at governmental level with State Chancellery and at local level with representatives of local public administration;
- Drafting of official letters and presentations for all institutions involved in the project;
- Ensuring of communication and cooperation with the local and national press, local partners of the project, the decision-makers in the territory, directors of public and private institutions, members of the district council and the municipal council;
- Organising events according the roadshow of the project, rent meeting rooms, ensure catering services and negotiation with all representatives of companies involved;
- Conducting a preliminary inquiry on the accommodation capacity of venues, their technical equipment and renting costs and additional expenses;
- Ensuring transportation to/from event venues in the roadshow localities.

From: April 2011 To: April 2016 ____

Employer: State Chancellery & Moldovan Government__

Positions held: Senior Consultant

- Consulting sectorial ministries to set priorities in accordance with national development documents and international commitments;
- Creation, developing, providing methodological assistance and ensuring the proper functioning of the National Monitoring Service of State Controls;
- Evaluation of technical projects at the evaluation session for Cross Border Cooperation, in Bucharest Romania (2012);
- Monitoring and evaluation of implementation of national policies and sectoral priorities;
- Creation, developing, providing methodological assistance and ensuring the proper functioning of SIGEDIA- IT System for Documents and Records Management of the Central Public Administration Authorities;
- Creation, developing, providing methodological assistance and ensuring the proper functioning of Service for Public Services Reform;
- Coordination and monitoring of public policy planning and programming of external assistance in public services reform;
- Providing methodological assistance in the designing, implementation, monitoring and evaluation of policy documents and normative acts on public services reform; Organizing the visits to local authorities;
- Making the compilation of information about ongoing developing projects in the whole country;
- Ensuring the implementation of the strategic program of technological modernization of governance (e-Transformation), jointly with the Centre for Electronic Governance, Ministry of Information, Technology and Communications, other ministries and central and local administrative authorities.

Relevant Experience

Period	Project or Organization	Job title and/or responsibilities
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March 2018 - November 2018	EDMITE Project	Event Manager, Lightroom (UN)Conference
		Event Manager, InnoVoter
		In the scope of the EDMITE project, Victor oversaw the organization of more than 15 events across the country in order to promote the Central Electoral Commission and the principles of democracy.
October 2018	USAID	Victor has managed the business trip of a Moldovan delegation to Spain. Including travel arrangements, accommodation, etc.
June 2017 - November 2017	CEDA	In the scope of this assignment, Victor has provided event and logistics expertise for 3 conferences.
February 2017 - November 2017	GIZ	In the scope of this assignment, Victor has provided event and logistics expertise for 15 events across the country with more than 250 attendees per event.
March 2017 - December 2017	Competition Council/ EU Delegation	In the scope of this assignment, Victor has provided event and logistics expertise for 10 events across the country promoting the Competition Council.
April 2011 - April 2016	State Chancellery	Team member of the team responsible for the Romanian President, Klaus Iohannis, visit to Moldova.
		Managing more than 15 international high level delegations that came to Moldova.
		Event Manager of the “Forumul Aleșilor Locali” which met more than 350 mayors.
		Key Responsible for the German Chancellor, Angela Merkel, visit to Moldova.
Reference		

Diana Lazăr	Deputy Chief of Party Moldova Competitiveness Project, funded by USAID, Sweden and UK Aid. Implemented by Chemonics International Inc., USAID contractor +37369122480
Grigore Belostecinic	Rector the Academy of Economics Studies from MOldova, +37369152147
Ion Sula	Former Minister Agriculture and Food Industry +37369303889
Maxim Popov	State Secretary Ministry of Agriculture, Regional Development and Environment +37360697777
Mircea Eșanu	Former FISM Director +37369099927

Name	Cristian Saulea
Position for this assignment	PR & Communication Expert
Nationality	Moldovan
Language Skills	Romanian - Native Russian - Fluent French - Fluent English - Upper Intermediate

Education	1) Bachelor's Degree in Communication and Public Relations (2007 - 2010), Moldova State University, Republic of Moldova. 2) Bachelor's Degree in Communication (2008 - 2009), Institut des sciences de l'information et de la communication, Michel de Montaigne
Current Position	Managing Partner at Parsec
Employment Record	
<p>From: March: 2016 To: Present __</p> <p>Employer: "SCP Parsec" S.R.L.__</p> <p>Positions held: Co-founder and Managing Partner.</p> <ul style="list-style-type: none"> - Managing company's client's communication and marketing campaigns; - Creating press releases, speeches and public statements; - Leading the generation of online content that engages audience segments; - Managing the development, distribution, and maintenance of all print and electronic materials; - Driving corporate strategy and message development for company's clients; - Developing branding initiatives; - Internal communication and external media relations; - Hire and train PR assistants for company's clients. - Developed the communication strategy for the EDMITE Project, Competition Council and other international organizations; - Conducting analyses of media outreach for various clients, including for Swiss Development and Cooperation. 	
<p>From: May 2017 To: October 2017 _____</p> <p>Employer: EU Delegation to the Republic of Moldova.</p> <p>Positions held: Junior non-Key Expert on Media and Public Relations Component. Delegation of the European Commission to Moldova Project Support to the Competition Council – Moldova</p> <ul style="list-style-type: none"> - Support to the improvement of public awareness among competition framework stakeholders for the purpose of improving competition culture in the Republic of Moldova; - Development and maintenance of public relations with media/press professionals, journalists, communication and marketing specialists, social media experts and event organisers for the organisation of various activities of public awareness and advocacy; - Support for event management for external stakeholders (media, businesses, universities, civil organisations etc.) including the organisation of seminars, roundtables, conferences, meetings of all kinds; - Developing the Communication Strategy of Competition Council in the scope of this assignment; - Managing media relations with relevant outlets and publishing intermediation; - Production of press invitations and press releases; - Conducting Media and Public Relation training for employees. 	

From: Oct 2015 To: December 2015 _____

Employer: German Development Agency and General Secretary of Government

Positions held: Communication Expert.

- Crisis communication;
- Evaluation of internal communication;
- Speech writing;
- Maintaining media relations and production of press invitations and press releases;
- Developing media campaigns;
- Managing the development of a new website and ensuring the content management.

From: July 2010 To: August 2015 _____

Employer: Moldovan Government & Political Parties _____

Positions held: Communication Expert and Advisor.

- Developing and implementing Communication strategies, both during the electoral periods and between them;
- Providing trainings and workshops on institutional and political communication for the staff, deputies, ministers and territorial organizations of the parties;
- Developing support materials for election campaigns, strategies, message boxes
- Coordinating the development of promotional materials (TV commercials, flyers, newspapers, websites, and social media);
- Speech writing (for deputies, ministers, heads of departments) and developing communication guides for political candidates;
- Maintaining media relations and communication (interviews, talk-shows, promotional materials);
- Ensuring media visibility for high level events.

From: March 2010 To: June 2010 _____

Employer: Antena-C _____

Positions held: Program Director

- Provision of internal trainings for employees in the field of journalism and media appearances;
- Developing the new editorial policy of the radio station;
- Developing the CSR strategy of the radio station;
- Initializing and managing the process of rebranding of the radio station;
- Managing the content and editorial policy change of the radio station.

From: October 2009 To: March 2010 _____

Employer: JurnalTV _____

Positions held: Head of Communication and Public Relations

- Managing the branding of the JurnalTV Channel;
- Developing and implementing the Communication strategy for the public launch of the TV Channel;
- Organising and managing the high level launch event;
- Developing the detailed Action Plan of the Communication and Public Relations Department;
- Developing and implementing internal communication tools and frameworks;
- Developing the CSR strategy of the company;
- Provision of internal training for employees in the field of strategic and crisis communication, public relations and market positioning.

Relevant Experience		
Period	Project or Organization	Job title and/or responsibilities
February 2018 - March 2018	EDMITE Project	Development of the Communication Strategy for the EDMITE Project and Central Electoral Commission.
February 2017 - November 2017	GIZ	Developed and implemented the Communication Strategy for the ATRECO project.
March 2017 - December 2017	Competition Council/ EU Delegation	Developed and implemented the Communication Strategy for the promotion of the Competition Council.
March 2010 - June 2010	AntenaC	Re-branding of the radio station
Oct 2009 - March 2010	JurnalTV	Development of the Communication Strategy of the JurnalTV channel.
Reference		
Liliana Vițu	Communication Expert - Swiss Development and Cooperation, +37369149217	
Alina David	Senior Consultant at ARHIDATA +40733978915	
Oleg Efrim	Former Minister of Justice, +37378819999	
Vasile Bumacov	Ambassador Republic of Moldova in Japan, Former Minister of Agriculture and Food Industry +37369101592	
Viorica Cărare	Former Chief of the Competition Council, +37378582233	

Name	Daniel Ciubotaru
Position for this assignment	Media & Communication Expert
Nationality	Moldovan
Language Skills	Romanian - Native Russian - Fluent English - Fluent

Current Position	Communication Strategist
Employment Record	
From: September 2018 To: Present _____ Employer: "SCP Parsec" S.R.L.____ Positions held: Communication Strategist <ul style="list-style-type: none"> - Managing crisis communication; - Developing media and strategic communications campaigns; - Managing company's clients communication and marketing campaigns; - Gain deep understanding of client services and objectives; - Maintain strong media ties and utilize the same for promotions; - Ensure that product promotions are in line with client 's corporate brand; - Managing clients Social Media communication; - Content management; - Administrate the creation and publishing of relevant, original, high-quality content. 	
From: August 2017 To: July 2018 _____ Employer: iTaxi Positions held: Development and Communications Officer <ul style="list-style-type: none"> - Data analysis and process optimization; - Market Research; - Strategic planning and development; - Developing internal communication procedures and tools; - Coordinating PR & communication campaigns; - Coordinating Social Media outreach; - Rebranding management; 	
From: August 2016 To: July 2017 _____ Employer: Guvern24 & UNDP Moldova (MiDL project) Positions held: Crowdfunding & Communication Advisor <ul style="list-style-type: none"> - Advising and assisting 24 Local Public Authorities in the process of launching and managing their crowdfunding projects; - Training LPA representatives on crowdfunding and communication; - Creating a Crowdfunding Guideline for local Local Public Authorities; - Assisting the Local Public Authorities in creating their communication strategy for diaspora; - Coordinating communication with strategic partners. 	
From: November 2015 To: May 2016 _____ Employer: Guvern24 Positions held: Project Manager <ul style="list-style-type: none"> - Creating guidelines for crowdfunding projects; - Supervising and advising all the crowdfunding projects on the platform; - Providing guidance in the process of creating a successful crowdfunding campaign; - Coordinating communication campaigns and social media communication; - Strategic planning and development. 	

From: May 2014 **To:** August 2015.

Employer: Klumea

Positions held: Event & Communication Manager

- Event and resource planning;
- Ensuring communication with vendors & suppliers;
- Brainstorming and implementing event plans and concepts;
- Managing branding and communication;
- Handling post-event reports;
- Handling logistics.

Relevant Experience

Period	Project or Organization	Job title and/or responsibilities
January 2019 - Present	WHO Immunization Campaign	Media & Communication Expert
June 2019 - Present	ADA DevRAM project	Project Manager
January 2019 - Present	Kaufland	Communication Strategist
December 2018 - February 2019	IREX	Project Manager in the scope of the "Informing Voters" project.
September 2018 - December 2018	Youth Clinic	Project Manager for the SDC funded project, Youth Clinic.

Reference

Adrian Balutel	Former State Secretary at the Ministry of Education, +37378919789
Artur Profire	ADA - DevRAM Project Manager, +37360168333
Irina Tcaci	IREX - Informing Voters Project Manager, +37368764141
Cristina Aramă	Kaufland Moldova - PR Manager, +37360201200
Rodica Munteanu	WHO - Communication Officer, +37379465959

Name	Daniela Herța
Position for this assignment	Digital Communication Expert

Nationality	Moldovan
Language Skills	Romanian - Native Russian - Fluent English - Fluent French - Fluent German - Upper Intermediate
Current Position	Social Media and Communication Specialist
Employment Record	
From: November 2018 To: Present _____ Employer: "SCP Parsec" S.R.L.____ Positions held: Social Media and Communication Specialist. <ul style="list-style-type: none"> - Developing social media campaigns; - Managing company's clients communication and marketing campaigns; - Managing clients Social Media communication; - Content management; - Administrate the creation and publishing of relevant, original, high-quality content. 	
From: March 2018 To: October 2018 _____ Employer: Doina Vin Positions held: Marketing and Digital Communication Manager <ul style="list-style-type: none"> - Development of the image of the brand and company, oriented on external markets, internal market, marketing and PR actions, tourism, sales and client management; - Social media management and online campaigns; - Website development coordination & management; - Content creation & copywriting (promo materials for off & online; presentations, offers and price list for sales); - Internal market management and sales, retail, HoReCa, acquisition & promotion, merchandising; - Rebranding and new image creation; - B2B & B2C communication & brand awareness. 	
From: Oct 2015 To: December 2015 _____ Employer: Tucano Coffee Positions held: Copywriter & Social Media Manager <ul style="list-style-type: none"> - Support for social media issues and development for franchisees; - B2B & B2C promotion of the brand on social media channels & online platforms; - Development of blog, visual & textual content creation; - Social copywriting projects (People like People); - Creation of knowledge base, marketing instructions; 	

From: December 2017 To: February 2018 _____

Employer: Coworking Space_____

Positions held: Social Media Expert & Trainer

- Trainer at a course of copywriting for commercial & non-commercial purposes. Theoretical & practical lessons with a group of students from different fields and interests.

From: February 2016 To: October 2016 _____

Employer: DigitalLab, Vivaki Creative Agency__

Positions held: Digital Communication Manager

From: August 2014 To: May 2015 _____

Employer: Granat Digital Agency_

Positions held: Social Media Manager

Relevant Experience

Period	Project or Organization	Job title and/or responsibilities
December 2018 - February 2019	IREX	Digital Communication Expert in the scope of the "Informing Voters" project implemented by IREX.
November 2018 - December 2018	Youth Clinic	Social Media Manager for the SDC funded project, Youth Clinic.
March 2018 - October 2018	Doina Vin	Online Communication Expert
February 2017 - February 2018	Tucano	Development of an online communication campaign featuring human stories.

Reference

Diana Lazăr	USAID Competitiveness Project, +37322839900
Gheorghe Arpentin	Director of the National Office of Vine and Wine, 069132911
Ruslan Cojocaru	Founder of Tucano Coffee, 069433303
Andrei Haret	Marketing Consultant, 079400025
Cristina Coscodan	Project Manager at Endava, 079400049

