

CURRICULUM VITAE (CV)

Position Title and No. 1
Date of Birth: 14.01.1984
Country of Citizenship/Residence Republic of Moldova
Expert's contact information: ludmila.gurau@gubo.md / +373 60604444

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 |
| 2013 – April 2017 | Proimage agency Cofounder & Director | Chisinau, Republic of Moldova | <ul style="list-style-type: none"> 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 |
| 2010-2012 | Orange Group, "Orange Moldova" SA Corporate Social Responsibility (CSR) Coordinator | 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 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 |

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 |
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| 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. ■ Contribution to the drafting and validation of the final report of the collaboration, ensuring content accuracy and coherence. 2. Strategic Communication Consulting <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. 3. Quality Assurance Manager | <p>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></p> <p>Year: 2018-2024</p> <p>Location: Chisinau</p> <p>Positions held: Strategic communication consultant</p> <p>Activities performed:</p> <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. ■ 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>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. |

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| <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>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. | <ul style="list-style-type: none"> ■ 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>Name of assignment or project: <i>Multiple national campaigns including:</i> a) <i>Fighting stigma associated with COVID-19</i> (2020); 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</i> promotion (2023); f) <i>The Breastfeeding Caravan</i> (multiple editions), also targeting parents; g) <i>Anti-tobacco campaign</i> within youth implemented with WHO Moldova (2024–2025)</p> <p>Year: 2020 - ongoing Location: Chisinau 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.

Name of expert: Ludmila Gurau

4/6/2025

Name of authorized Representative
of the Consultant



4/6/2025

