

ȚIRA MIRCEA

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PERSONAL PROFILE

Dynamic and forward-thinking manager with a degree in Public Administration, passionately pursuing a career in strategic communications, digital marketing, and as an advocate for Moldova's future in the European Union. I am dedicated to crafting impactful campaigns that foster the development of the Republic of Moldova. With a strong focus on strategic communication, I excel in creating innovative marketing strategies and promoting sustainable practices. Skilled in nurturing robust interpersonal connections, I am adept in both communication and organizational areas, ensuring the effective execution of projects and initiatives.

EXPERIENCE

JULY 2025 - PRESENT - EBRD - LOCAL COMMUNICATION EXPERT

- **Strategic Communication:** Develop and execute communication strategies for green projects Moldova, enhancing public awareness and stakeholder engagement.
- **Capacity Building for financial partners:** Provide training for Banks communication teams and resources to local organizations to strengthen their communication on the facility
- **Monitoring and Reporting:** Evaluate the impact of communication campaigns and deliver progress reports to EBRD HQ.

MARCH 2016 - PRESENT - FOUNDER KOOPERATIVA MOLDOVA (former Just Digital)

- **Strategic Development:** Develop and implement content strategies to increase visibility and audience engagement. Plan content calendars and ensure regular publication across various platforms.
- **Coordination of Content Creation:** Develop and produce visual, video, and written content for social media platforms, websites, blogs, and other communication channels. Photograph and film events, products, and other relevant subjects.
- **Coordination of Editing and Design:** Edit photos and videos using specialized software. Create graphics, infographics, and other visual elements to support written and video content.



European Bank
for Reconstruction and Development



JUST
DIGITAL



SEPTEMBER 2024 - MARCH 2025 - STRATEGIC COMMUNICATION EXPERT, UN WOMEN

- **Strategic Planning:** Develop and implement strategic communication plans to support the Ministry of Economic Development and Digitalization (MDED) in Moldova.
- **Campaign Development:** Lead the design and execution of communication campaigns promoting gender equality and economic development initiatives.
- **Stakeholder Engagement:** Foster collaboration with government institutions, NGOs, and private sector partners to ensure cohesive messaging and impactful outcomes.
- **Capacity Building:** Provide training and guidance to MDED staff on effective communication strategies and tools.
- **Monitoring and Evaluation:** Assess campaign impact and recommend improvements. Optimize communication efforts.



SEI

AUGUST 2024 - PRESENT - COMMUNICATION CONSULTANT, STOCKHOLM ENVIRONMENT INSTITUTE (SEI)

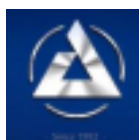
Strategic Communication: Develop and execute communication strategies for green projects in Moldova, enhancing public awareness and stakeholder engagement.

- **Content Creation and Dissemination:** Design and produce materials for campaigns promoting sustainability and ESG implementation.
- **Stakeholder Collaboration:** Coordinate with government institutions, NGOs, and private sector representatives to align communication efforts with project objectives.
- **Capacity Building:** Provide training and resources to local organizations to strengthen their communication on environmental initiatives.
- **Monitoring and Reporting:** Evaluate the impact of communication campaigns and deliver progress reports to SEI.



JANUARY 2023 - JANUARY 2024 - WINE INDUSTRY DEVELOPMENT AND DIGITALIZATION MANAGER

- Coordination of communication campaigns
- Usage of tools and softwares to monitor brand image
- Coordination of marketing and PR activities for Wine of Moldova brand, and Small Wineries Association
- Organising events activities, and program launches
- Activity reporting and coordination of implementing projects of the beneficiaries



MAY 2016 - NOVEMBER 2018 - HEAD OF BUSINESS DEVELOPMENT DEPARTMENT "ACVILA GROUP"

- Partnerships and Fundraising
- Acvila Tennis Club & Bahmut Club business development strategy

- Creating and coordinating the team: Sales Department and Customer Service Department - Active communication and maintaining partnerships
- Corporate sales and business development management



DECEMBER 2015 – JULY 2016 – FOUNDER REZIDENTIAL.MD -

- Branding and image
- Marketing strategy
- CRM (Oracle Cloud Service) implementation
- B2B sales



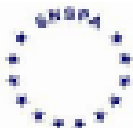
OCTOBER 2013- NOVEMBER 2015 – MARKETING DIRECTOR - COMPLEX ETNO-CULTURAL "VATRA"

- Partnership & Fundraising
- Active communication and maintaining relations with strategical partners
- Evaluation of marketing campaign performance, referral trends, market segmentation, outreach impact, and image and financial impact;



FEBRUARY 2012 - MAY 2012 - INTERNSHIP, NATIONAL AGENCY FOR EMPLOYMENT, BUCHAREST ROMANIA

- Office administration duties
- Preparation of correspondence, reports and documents
- Verification of database entries



EDUCATION

OCTOBER 2010 – JUNE 2013- NATIONAL SCHOOL OF POLITICAL STUDIES AND PUBLIC ADMINISTRATION, BUCHAREST ROMANIA

SEPTEMBER 1998- MAY 2010 ALECU RUSSO LYCEUM, ORHEI R.MOLDOVA

ACHIEVEMENTS

- Partnership Programme for Business cooperation of the Federal Republic of Germany (2025)
- University of Colorado Online Course Strategic Communication Campaigns (2024)
- Certificate of Graduation Upcelerator (2023)
- Tekwill Certificate - Training for Trackers (2022)
 - Meta Business Partner, and Google Partner (2022)
- Graduation Start UP Diaspora Program 2018
- Training for International Relations and Diplomacy - Hans Seidel Stiftung (2015)

- Elected President in the OSB organization (2012)
- Special Diploma in training courses for young political worker- International
- Special Diploma for active participation at the summer school organized by the Department For Romanians Abroad, Romanian Government (2012)

PERSONAL DETAILS

DRIVING LICENSE: Category B

LANGUAGES: Romanian (native), English (fluent), Russian (fluent)

INTERESTS AND ACTIVITIES: Politics, Reading, Socializing, Traveling, Sports.