

CURRICULUM VITAE

Lilia Rosca (Republic of Moldova)

Proposed Role

National Expert - Marketing and Communication for Arts Education Institutions

Education

Higher Education in Journalism and Communication.

Relevant Experience

Journalist, TV presenter, media producer and entrepreneur with more than 20 years of experience in communication, branding, public relations and audience development. Experience in promoting educational, social and cultural initiatives through traditional and digital media.

Key Competencies

Marketing, Branding, Public Relations, Social Media, Audience Development, Strategic Communication.