

DANIELA DAVID

PERSONAL INFORMATION

Nationality: Moldovan/Romanian

Date of birth: April 20, 1985

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VIDEO RESUME

FIELD OF INTEREST

Branding/ Marketing/ Public Relations / Event planning

SUMMARY

Dedicated and enthusiastic Communications specialist with 9 + years of experience. Proven skills in campaign development, special event coordination, branding and media relations. Persistently striving to apply creativity and versatility in offering the best solutions for each phase in the course of a project.

HIGHLIGHTS

- Event Coordination;
- Copywriting and web administration experience;
- Deadline-driven;
- Photoshop (beginner);
- Video editing (beginner).

STUDIES

2003 - 2007

“Free International University of Moldova”, B.A. in Communication, Chisinau.

2000 - 2003

High school “A. Mateevici”, Chisinau.

1992 - 2000

Furceni gymnasium, Orhei city.

LANGUAGES

Romanian - native;
English - intermediate to advanced;
Russian - intermediate;
French - beginner.

ENGLISH LANGUAGE PROFICIENCY CERTIFICATES

Cambridge English level 1 certificate in Esol international – Level B2

IELTS (Academic) – Level B2, overall band score 60

PROFESSIONAL EXPERIENCE

❖ **MARKETING & COMMUNICATIONS SPECIALIST**

2015(May) – **2017**(June)

Pedersen & Partners

Responsibilities:

- ✓ Drafting Press Releases, Bios (new hires & promotions);
- ✓ Assisting with branding updates for the corporate social media accounts;
- ✓ Building Web pages for Events, News, Press Release, Bios, Offices, etc.
- ✓ Working with consultants on global releases, to get input, translations, etc.;
- ✓ Media Scanning and press hit counts;
- ✓ Editing consultant's photos;
- ✓ Finding and editing photos for articles;
- ✓ Assisting the department manager in all the corporate branding activities (preparing the anniversary videos, social media photos, congratulation images, etc.)

❖ **COMMUNICATION SPECIALIST FOR THE PROJECT "THE ACTIVATION PROCESS OF INCLUSIVE EDUCATION IN MOLDOVA"**

2014(May) –**2015** (December)

Project implemented by NGO Alliance

Responsibilities:

- ✓ Coordination of the production process for a social campaign video spot with the message " Nurture the dreams of all children";
- ✓ Negotiating with the major national TV channels for the promotion of the spot;
- ✓ Planning televised interviews and reports for spot's presentation;
- ✓ Writing press releases and news related to the project's activities;

- ✓ Distributing press releases to the media.

❖ PR SPECIALIST

2014(April) – 2015 (February)

The Association for Child and Family Empowerment “AVE COPIII”

Responsibilities:

- ✓ Writing and updating the news on the site www.avecopii.md;
- ✓ Promoting the company on social media;
- ✓ Coordinating the dissemination of promotional materials (Flyers, stickers, etc.).

❖ PR ASSISTANT

2013 (May) – 2014 (March)

BDR Associates

Responsibilities:

- ✓ Media relations;
 - ✓ Planning & organizing press conferences;
 - ✓ Editing and updating news on the website www.egov.md;
 - ✓ Social media activities (Facebook, Twitter, youtube);
- Note: Activities described above are related to the two projects of the agency I was working on: Center for Electronic Government and a social educational inclusion campaign for special needs children "Come with me, this is your school, too," launched by UNICEF Moldova.

❖ EVENT & PR MANAGER

2012 (September) – 2013 (May)

Radio Station Aquarelle FM

Responsibilities:

- ✓ Planning and organizing special events;
- ✓ Planning and organizing charity events for Aquarelle Holding;
- ✓ Social media activities.

❖ DEPUTY EDITOR

2011(June) –2012(August)

Online magazine www.unica.md

Responsibilities:

- ✓ Planning magazine content;
- ✓ Coordination of the magazine photo and video projects;
- ✓ Writing and editing articles;
- ✓ Writing texts for audio spots or different media appearances.

❖ **PROJECT MANAGER**

2009 (October) – 2010 (November)

www.diskoteka.md

Responsibilities:

- ✓ Managing the website development and activity;
- ✓ Planning and realizing the production process for video reports or text/ interviews for website.

❖ **EXECUTIVE EDITOR**

2007 (November) – 2008 (June)

Magazine for women Stillette

Responsibilities:

- ✓ Planning magazine content;
- ✓ Writing articles and coordinating of photo shoots for the magazine.

ORGANIZATIONAL SKILLS

I am a good organizer, sociable, creative, responsible and persevering person. I admire, respect and fit easily into teams that are based on respect, responsibility and professionalism.

TECHNICAL SKILLS

Microsoft Office (Word, Excel, Power Point); Photoshop (beginner); Camtasia Studio (video editing program).

HOBBIES

Reading books, traveling, meeting interesting people and analyzing commercials are among my most important hobbies.