

CURRICULUM VITAE

Communications Professional

Alina Merlici
35 Avenue de la Dranse
Thonon-les-Bains, 74200 France
(+33) 751233224 | alina.merlici@gmail.com
Romanian Citizen
www.amerlici.com

PROFILE

- *Professional:* Over nine years of experience specializing in public outreach, strategic communication, event organization, and social media with governmental and non-governmental institutions. Proven success in creating and implementing communication strategies, managing media relations, and handling social media profiles for public administration entities and international organizations.
- *International:* (2022-present), 15 projects with the United Nations Office at Geneva and the International Organization for the Least Developed Countries, 45 countries, covered SDGs campaigns working on emerging markets, transition economies, conflict, high threat, and fragile states.
- *Focus:* Public/affairs/awareness/diplomacy/economy/relations; fundraising; crisis communication; issue management; marketing communications; media relations & training.
- *Responsibilities:* range from Head of Communication Department to communication advisor in the minister's office, consultant in the prime minister's office & projects consultant (100+ staff).
- *Projects support:* Sustainable Development Goals (climate change, green energy, gender equality, economic growth, no poverty, etc.); human rights; civic engagement; civil service; democracy/governance; foreign investment; trade promotion; mass media and evaluation.

PROFESSIONAL SKILLS

- *Communication strategist*: Strong command of methodology reflected in programs and results. Situation/issue analysis and merit-based arguments link policy for individual benefits.
- *Content manager*: Strong record of action timeline/message development, issue/program delivery management & evaluation; speeches, press releases, social media posts; detailed recommendations identify SWOT; one-on-one interview preparation sessions; challenging interviews prepare executives/ministers/political candidates for issue response.
- *Public relations strategist*: Strong record of effective “outreach”, leveraging their potential “wins” in exchange for support for policies consistent with their own progressive economic and social agendas, thereafter, reduced to easily understood phrase to build widespread consensus.
- *Speechwriter/editor*: Drafting keynote speeches for ministers, state secretaries & govt officials at business/economics forums, regional development events, energy crisis (2022), and investment & trades forums.
- *Digital media manager*: written & video content for social media (having competencies in Adobe Premier Pro, Adobe Photoshop, Canva, CapCut, Figma, etc.); Social platforms used selectively to promote target interest in topics/messages posted to websites, social media, and other media platforms; engage/monitor target groups opinion/feedback using platforms to collect data and generate SM reports.

PUBLISHED ARTICLES

- Wrote an article in Apolitical, 9 January 2023: *Why speaking to citizens is essential* – a perspective of the importance of citizens' voice in the public policies <https://apolitical.co/solution-articles/en/why-speaking-to-citizens-is-essential>
- Wrote an article in Apolitical, 16 July 2024: *Is your government's communications strategy inspiring enough?* – a perspective on the best

practices in public policies <https://apolitical.co/solution-articles/en/is-your-governments-communications-strategy-inspiring-enough>

EDUCATION

- *Master of Administrative Studies*
National University of Political Studies and Public Administration (Romania, 2019 – 2021)
GPA: 10/10
- *Bachelor of Political Science*
Institute of International Relations from Moldova (2007 – 2010)
GPA: 8.5/10

LANGUAGES

Romanian (Native), English (C2), French (B2), Russian (A1), Italian (A1)

EMPLOYMENT

Assistant & Communication Officer

Permanent Mission of the Republic of Moldova to the United Nations Office and other international organizations in Geneva – Geneva, Switzerland

October 2024 – Present

- Coordinating diplomatic communications and high-level event logistics with UN agencies and international partners, enhancing Moldova's diplomatic outreach.
- Drafting and editing official correspondence and reports to ensure clear, consistent communication aligned with Moldova's foreign policy.
- Enhancing the Mission's online presence and managing media relations to boost visibility and engagement on international platforms.

Communication Officer

International Organisation for the Least Developed Countries – Geneva, Switzerland

Mar 2024 – Present

- Developed and implemented communication strategies
- Managed multimedia content across social media platforms and website
- Evaluated communication activities using metrics and feedback

Public Information Officer

United Nations Office at Geneva – Geneva, Switzerland

Feb 2023 – Jul 2023

- Assisted in drafting and promoting awareness campaigns
- Edited videos and created visuals for social media
- Attended press conferences, prepared summaries, and created social media posts

Communication Advisor/Consultant

Government of the Republic of Moldova – Chisinau, Moldova

Jun 2018 – Oct 2022

- Promoted a positive organizational image and managed communication strategies
- Wrote speeches, press releases, key messages, and other written materials
- Developed communication plans and led social campaigns
- Organized high-profile government events.
- Created project plans, including timelines, milestones, and resource allocation.

Communication and PR Consultant

Institute of Penal Reforms, GRAWE, BDR Strategic Communication – Chisinau, Moldova

Oct 2016 – Jun 2018

- Wrote press releases and organized media events for the EU Delegation
- Monitored media channels and compiled detailed reports
- Managed marketing promotions and created press kits

Head of Public Relations Department

Ministry of Internal Affairs – Chisinau, Moldova

Nov 2013 – Jun 2016

- Led the development and implementation of communication strategies and policies
- Conducted research and organized media events
- Produced media content and distributed it across various channels

SKILLS

Strategic Planning; Public Relations; Teamwork; Time Management; Leadership;
Effective Communication; Critical Thinking.

HIGHLIGHTS

- Developed strategies and campaigns to address SDG visibility and awareness issues
- Successfully managed the social media platforms of four ministers, three ministries, two prime ministers, and UN Geneva social media platforms
- Led a campaign to promote gender equality within the police force, resulting in an 8% increase in the employment rate of women
- Wrote +/- 200 speeches for high-ranking government officials
- Increased the Ministry of Internal Affairs's Facebook page by over 5,000 followers, surpassing the Ministry of Justice's leader of the last two years, becoming the most popular ministry in the Republic of Moldova on social media <https://diez.md/2015/01/30/grafic-ministerul-afacerilor-interne-a-devenit-cel-mai-popular-minister-din-moldova-pe-facebook/>
- Contributed to the promotion of the most significant economic event of the year for Moldova – Moldova Business Week, making possible the participation of the renowned physicist and futurist Michio Kaku

REFERENCES

(All references can be contacted without prior consent)

Miladin Bogetić
Press Officer, UNOG
+41 766910118
miladin.bogetic@un.org

Andrei Spînu
Minister of Infrastructure and Regional Development
+373 69405136
andrei.spinu@gmail.com

Vadim Brînzan
Former Minister of Economy and Infrastructure
+1 561-703-5766
vadibrin@gmail.com