

ECATERINA SURA

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SKILLS

Reporting + Analysis | Written Communication | Storytelling | Research | Data analysis | Journalism | Canva |
Microsoft Office Suite | SEO | Blogging | Slack | Teams

PROFESSIONAL EXPERIENCE

U.S. DEPARTMENT OF VETERANS AFFAIRS

09/2024 – present

Digital Media Engagement Intern

Remote

- Designed and implemented engaging newsletters for both internal and external audiences.
- Crafted high-quality, SEO-optimized content for email campaigns, resulting in a significant increase in website traffic.
- Managed content schedules and deadlines, ensuring timely delivery of newsletters.
- Created and maintained an intern team newsletter using MailChimp, effectively communicating important internship-related updates to over 100 interns.
- Diligently updated newsletters weekly, monitoring VA websites for the latest news and content to ensure relevance and accuracy.

EDIFECS (Bellevue, Washington)

06/2024 - 08/2024

Internal Communication Intern

- Developed engaging content for internal publishing aligned with the brand's message and visual identity (using design elements, layouts, Canva, and Adobe InDesign);
- Assisted in developing marketing materials for both internal and external audiences (using Canva, Adobe InDesign, and Illustrator);
- Designed a website for the University Program, considering accessibility and user experience for a diverse audience;
- Assisting in the development of marketing materials for both internal and external audiences;
- Craft high-quality, SEO-optimized content for a range of digital platforms, including social media, websites, and email campaigns.

TVR MOLDOVA TV STATION, Chişinău (Moldova)

08/2018–04/2023

TV Presenter and Journalist

- Host and producer of the economic talk show "Obiectiv Comun."
- Coordinate, produce, and edit articles for the talk show.
- Performed proper editing and timely delivery of all articles.
- Conducting live interviews with ambassadors, members of the European Commission, and the European Parliament in Romanian and English.
- Posted story developments and visuals to social media.
- Created visually appealing news stories by selecting images, videos, and graphics to complement the narrative (using Adobe InDesign and Adobe Premiere Pro).
- Conducted meticulous research and in-depth analysis of information, resulting in the production of high-quality, accurate work.

JURNAL TV Station, Chişinău (Moldova)**08/2016 – 06/2018****TV Presenter and Journalist**

- Anchored news broadcasts for Jurnal TV Station
- Researched and wrote articles on politics and international economics.
- Covered government and parliamentary proceedings to report on relevant issues and news.
- Maintained a comprehensive understanding of local, regional, national, and international events.

TV7 Station, Chişinău (Moldova)**07/2014 – 08/2016****TV Presenter and Journalist**

- Anchored news broadcasts on TV7.
- Ensured editorial quality by editing and revising stories to meet TV7 standards and AP style guidelines.
- Conducted thorough research to produce accurate and informative news articles.
- Collaborated effectively with a team of journalists to deliver high-quality news content.

PRIME TV Station, Chişinău (Moldova)**05/2010 – 07/2014****News Reporter**

- Reported on local news including public services, public health, and community events.
- Conducted interviews with citizens, officials, and business owners.
- Covered breaking news in the field.

EDUCATION

Washington State University

MA Strategic Communication

GPA: 4.00**Moldova State University**Bachelor's Degree in Journalism and
Communication Science**GPA: 3.12**

Languages

English - Fluent | Russian - Fluent | Romanian - Native