



Ariana Trofim

Date of birth: 01/04/1992
Place of birth: Chisinau
Nationality: Moldovan, Bulgarian
Gender: Female

CONTACT

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ABOUT ME

I am a highly experienced professional with over **10 years of expertise** in **International Relations, Protocol, Event Organization, Public Affairs, and Compliance**, with a strong background in the **energy, petroleum, and regulatory sectors**. My work spans both **public and private institutions**, contributing to **diplomatic relations, international law, corporate protocol, and high-level event management**.

As the **Founder and Director of Protocol Group S.R.L.**, I specialize in **protocol and etiquette consultancy, organizing high-profile events, and delivering specialized training programs** for institutions and professionals. My expertise ensures that leaders and organizations operate in accordance with **international protocol and etiquette standards**, enhancing their global image and strategic impact.

I served in the **Customs Service of the Republic of Moldova**, managing **external relations, compliance, and anti-fraud operations**. I am also the **author of the Institutional Protocol Practical Guide**, a comprehensive resource designed to enhance expertise in **protocol, etiquette, and event management**, which I integrate into my training sessions for public officials and corporate leaders.

Previously, I held key leadership positions in **strategic industries**, including:

- **Executive Director of the Petroleum Companies Association (ACP)** – overseeing operations, government relations, and advocacy within the petroleum sector.
- **Director for Foreign Affairs and Protocol at Bemol Retail SRL** – managing international relations, protocol activities, and corporate image.
- **Protocol and External Relations at ANRE (National Energy Regulatory Agency)** – ensuring regulatory compliance and international cooperation in the energy sector.
- **Consultant in protocol and external relations to Two Presidents of the Republic of Moldova** – responsible for organizing **official visits, high-level diplomatic meetings, and state ceremonies**.

I hold a **Master's Degree in International Law** and **certifications in United Nations Protocol (UNITAR) and International Etiquette**, which strengthen my ability to navigate **complex diplomatic, legal, and regulatory frameworks**. My mission is to **enhance Moldova's international presence, promote excellence in protocol and etiquette, and support institutions in aligning with global standards**.

WORK EXPERIENCE

03/12/2024 – CURRENT Chisinau, Moldova

Director, founder Protocol Group SRL

Protocol Group S.R.L. provides **high-level protocol, etiquette, and event management services**, ensuring professionalism, cultural sensitivity, and adherence to **international protocol standards**. Our services include:

1. **Protocol and Etiquette Training** – Customized courses for individuals, teams, and groups to master protocol rules, etiquette, and professional image.
2. **Event Consultancy and Organization** – Expert guidance and full-scale organization of **official, business, and protocol events**, executed with precision, cultural awareness, and compliance with **the highest international protocol standards**.
3. **Protocol Audits** – Comprehensive evaluation and enhancement of existing protocol practices to ensure efficiency, professionalism, and alignment with modern diplomatic and corporate standards.
4. **Internal Protocol Regulation Development** – Establishment of structured internal rules and procedures for institutions and companies, enhancing organizational clarity and compliance.
5. **Personalized Consulting** – Exclusive coaching for public figures, executives, and leaders to refine their professional image, etiquette, and protocol skills.

With our **proven expertise in international protocol and event management**, Protocol Group ensures that **every event and consultation meets the highest standards of excellence and professionalism**.

11/2020 – CURRENT Chisinau, Moldova

Trainer of etiquette and institutional protocol courses Copyright holder

I organize practical courses on Protocol and Etiquette for government agencies, public institutions, and young professionals. Over 35 public institutions have participated, including the Central Election Commission, the Ministry of Internal Affairs, the State Chancellery, and the State University of Moldova (Faculty of Law). One-on-one tailored courses are also available upon request.

The course covers key aspects of protocol and etiquette, including rules of conduct and greeting, organization of protocol events, symbolism of status, personal image, and cultural differences in negotiations.

It is designed for both management and executive-level professionals involved in communication, public relations, diplomacy, external and business relations, negotiations, or delegation management.

22/11/2023 – 02/12/2024 Chisinau, Moldova

Chief inspector, Directorate of strategic planning and customs cooperation Customs Service of the Republic of Moldova

Lieutenant, Customs Service (Special Rank)

Several of my duties include establishing relationships with external partners and ensuring communication with them in order to prevent and combat cross-border customs fraud.

01/2023 – 06/2023 Chisinau, Moldova

Consulting and training in the organization of the 2023 European Political Community Summit for the Castel Mimi team Castel Mimi

Consulting and training in the organization of the **2023 European Political Community Summit** for the **Castel Mimi team**, providing expertise in **protocol management and event execution** at international standards. Managed the **guest book signing by 50 heads of state**.

08/2021 – 30/10/2023 Chisinau, Moldova

Executive Director Petrol Companies Association „ACP”

1. Organizes and directs the current activity of the Association and ensures the fulfillment of the decisions, adopted by the Board of Directors and the decisions of the President of the Association.
2. Represents the Association, promotes, supports and defends the common rights and interests of its members in relations with public authorities, trade unions and other legal entities and individuals, both nationally and internationally, in accordance with the statute and legislation in force.
3. Interacts with the media as needed as a spokesperson for the Association.

15/03/2022 – 06/2022 Chisinau, Moldova

Legal Adviser Tirez Petrol SA

06/2021 – 23/11/2021 Chisinau, Moldova

Director for foreign affairs and protocol Î.C.S. „Bemol Retail” SRL

1. Bemol image promotion, handle of media inquiries of the company and interview requests.
2. Representing Bemol position in relation to other authorities.
3. Insuring the protocol of the company and other duties performed recruiting daily the ability to manage the dissemination of appropriate information.

03/2020 – 05/2021 Chisinau, Moldova

Adviser to the General Director for foreign affairs National Agency for Energy Regulation (ANRE)

1. Involved in coordinating the activities of ANRE regarding the implementation of the provisions of the Association Agreement between the Republic of Moldova and the European Union in the field of energy.
2. Participation in harmonizing the normative regulatory framework with the European acquis.
3. Reporting to national or international authorities on the implementation of actions identified in the development strategies, policy documents, action plans, other tasks of ANRE competence.

4. Develop ANRE's cooperation relations with international, European, regional and international institutions and organizations with authorities from other countries, including through the conclusion of memoranda on facilitating cooperation and exchange of information of common interest.
5. Organizing the process of participation of ANRE representatives at seminars, conferences, working sessions, including travel abroad.
6. Monitoring developments in the energy sector externally in accordance with the specific tasks, mandate and delegation of competences received from the Agency's leadership, participation in the communication actions / meetings organized with persons inside and / or outside the Agency.
7. participation in the preparation of annual reports on the Agency's work from the perspective of international cooperation.

09/2018 – 03/2020 Chisinau, Moldova

Head of the International Cooperation Service National Agency for Energy Regulation (ANRE)

1. Involved in coordinating the activities of ANRE regarding the implementation of the provisions of the Association Agreement between the Republic of Moldova and the European Union in the field of energy.
2. Participation in harmonizing the normative regulatory framework with the European acquis.
3. Reporting to national or international authorities on the implementation of actions identified in the development strategies, policy documents, action plans, other tasks of ANRE competence.
4. Develop ANRE's cooperation relations with international, European, regional and international institutions and organizations with authorities from other countries, including through the conclusion of memoranda on facilitating cooperation and exchange of information of common interest.
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7. participation in the preparation of annual reports on the Agency's work from the perspective of international cooperation.

03/2016 – 08/2018 Chisinau, Moldova

Senior consultant in Consultancy Section, Assistant of the President of Republic of Moldova Presidency of Republic of Moldova

1. Participating in the organization of visits abroad of official delegations headed by the President of Moldova as well as visits in our country of the officials and foreign dignitaries.
2. Granted organizational and informational assistance to the President of the Republic of Moldova.
3. Provided communication and collaboration with public authorities and state institutions.
4. Provided necessary assistance and support in organizing protocol activities of the President.
5. Ensured the correspondence with other institutions in the field and Moldovan President, and, if necessary, translate materials from / into English.
6. Participated in the elaboration of press realizes of the President of the Republic of Moldova, and other project requests to public authorities and institutions.
7. Management of the official website of the President of the Republic of Moldova.

09/2015 – 03/2016 Chisinau, Moldova

Senior consultant in Foreign Relations and Protocol Service Presidency of Republic of Moldova

1. Participating in the organization of visits abroad of official delegations headed by the President of Moldova as well as visits in our country of the officials and foreign dignitaries..
2. Provides communication and collaboration with public authorities and state institutions.
3. Provide necessary assistance and support in organizing protocol activities of the President.
4. Management of the website.

03/2015 – 05/2015 Chisinau, Moldova

Assistant in Directorate of International Law / Internship Ministry of Foreign Affairs and European Integration

06/2014 – 08/2014 Chisinau, Moldova

Assistant in the directorate of Law and Consular relations / internship Ministry of Foreign Affairs and European Integration

1. Responsible for the consolidation of national and international legislation in the consular field and development of bilateral and multilateral consular relations with other states.

06/2012 – 08/2012 Chisinau, Moldova

Assistant to the Chief of Department of External Relations / Internship The Court of Accounts of the Republic of Moldova

1. Translated all international correspondence (languages included – French, Romanian, Russian, English)
2. Liaised with International Courts of Accounts of countries in the framework of INTOSAI, EUROSAI, and ARABOSAI
3. Assisted with organizing international seminars and showcasing the affairs of the Moldovan Court of Accounts for international colleagues.
4. Assisted on several high profile international projects. (ex: the Twinning , SIGMA and TAIEX)

EDUCATION AND TRAINING

20/05/2024 – 16/06/2024

Certificate of Completion, United Nations Protocol UNITAR (United Nations Institute for Training and Research)

Website www.unitar.com

17/10/2022 – 18/10/2022 United Kingdom

Certificate 3570/22 Europrotocol (The European School of Protocol)

- Empowered knowledge on protocol principles and guidelines
- Enhanced diplomatic language and verbal diplomacy
- Polished personal and professional image
- Mastering international protocol, personal & virtual diplomacy
- Understanding the bilateral meeting's visit protocol & organisation of signing ceremonies with corresponding seating arrangements
- The perfected organisation of working business luncheons, diplomatic social etiquette, including fine points of dining etiquette
- Increased self-confidence in official and informal contacts
- Enhanced ability to work in an international environment and understanding key elements of cross-cultural communication, and
- Refined proficiency and competence in contacts with partners from all over the world.

Address 20-22 Wenlock Road London, N1 7GU UK, United Kingdom | Website www.europrotocol.com |

Field of study International Business & Diplomatic Protocol

04/2021 Warsaw, Poland

Diploma DSM/2021/S/15 for participation in the Diplomatic skills masterclass European Academy of Diplomacy

Diploma for participation in the Diplomatic Skills Masterclass, organized by the [European Academy of Diplomacy](http://www.euroacademyofdiplomacy.com) | [Europejska Akademia Dyplomacji](http://www.euroacademyofdiplomacy.com) | [EAD](http://www.euroacademyofdiplomacy.com), in online format. An extremely useful and beneficial master class for the development of diplomatic skills and knowledge in the field of protocol. Now, during the practical course on institutional protocol, which I offer, I will be happy to share my new studies.

I am firmly convinced that professional knowledge and skills must be continuously developed in order to cope with current skills and customs, as well as to become familiar with the main provisions of the organization of the Protocol Service in accordance with modern institutional traditions and trends of diplomatic protocol and etiquette.

Impressed by the organization and quality of studies on " Public Speaking ", "Savoir Vivre", "Etiquette and Diplomatic Protocol", " Leadership and Team Management", "Cultural Differences".

Website www.diplomats.pl

04/2019 – 06/2019 Riga, Latvia

Certificate No. AP8/19/08 Riga Graduate School of Law

1. The programme was developed for professionals coming from the European Neighbourhood Policy Countries, Central Asia and the Western Balkans. Over a period of 12 weeks, it provides a comprehensive training on the legal, economic and political functioning of the European Union (EU).
2. In addition, the Programme included a week-long study visit to Brussels and Luxembourg for in-person meetings in the European Parliament, the European Commission, the European External Action Service, the Court of Justice of the EU and other EU institutions.
3. Also, we had the opportunity to study the European Union Law, Challenges to Democracies, European Political Economy, Economic Development and International Trade, International Law, European Integration.
4. As elective courses, not less important were the International Sales Law, Project Management for the Public Sector, Economic Crisis Management, Society and Social Issues in the European Union, Negotiation Techniques, Legal Drafting and Legal Certainty.

Website <http://www.rgsl.lv/> | **Field of study** Advanced Programme in European Law and Economics

2018 – 2018 Brussels, Belgium

Certificate of participation in Growing Role of DSOs and DSO-TSO Cooperation Council of European Energy Regulators

1. Examine the key aspects and challenges of the DSO-TSO relationship and practical approach to deal with those challenges
2. Explore the practical experience on regulatory approaches to ensure proper governance of how DSOs and TSOs interact and engage in network planning and system operation, balance between European and national regulation, local specificities and a whole-system approach
3. Address the emerging and changing roles of DSOs, including their new roles proposed in the EU Clean Energy Package, their potential new activities and the regulatory oversight framework at the European and national level
4. Discuss case study of regulatory approach to encourage DSOs' innovation and improved system flexibility

Field of study Energy

09/2015 – 06/2017 Chisinau, Moldova

Master's degree in International Law State University of the Republic of Moldova

1. International law deals with relations between nations and states also known as law of nations, and is split into public international law, private international law and supranational law. International law deals with the legal interactions between nations, companies, or governments, assuring their proper rights.
2. prepared to address topics such as: state elements of liability for internationally wrongful conduct, state responsibility for dangerous activities, law treaties and negotiation practices, means of settling international economic disputes.

Website www.usm.md | **Field of study** Law

12/2015 – 12/2015 Warsaw, Poland

Diploma for participation in European Diplomacy Workshop, Eastern Partnership European Academy of Diplomacy

- Skill trainings in International Negotiations, Public Speaking, Strategic Planning and Leadership.

Website www.diplomats.pl | **Field of study** Generic programmes and qualifications

09/2011 – 06/2015

Bachelor degree State University of the Republic of Moldova

Website www.usm.md

LANGUAGE SKILLS

MOTHER TONGUE(S): Romanian | Russian

Other language(s):

English

Listening C1

Spoken production C1

Reading C1

Spoken interaction C1

Writing C1

French

Listening A1

Spoken production A1

Reading A1

Spoken interaction A1

Writing A1

Ukrainian

Listening A1

Spoken production A1

Reading A1

Spoken interaction A1

Writing A1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

Microsoft Word | Microsoft Powerpoint | Google Drive | Microsoft Excel | Google Docs | Social Media | Instagram | Internet user | Outlook | Zoom | Facebook | Written and Verbal skills | Microsoft Office | Skype | Power Point | Good listener and communicator | Twitter | LinkedIn

PUBLICATIONS

2021

Institutional protocol practical guide

Compliance with protocol rules is a powerful tool for every official, serving as both a weapon in political life and a representation tool. The logistics of organizing an event hold the unique magic of demonstrating consideration to participants while maintaining a reserved and professional attitude.

The **Practical Guide to Institutional Protocol** is the first of its kind in the Republic of Moldova. It combines comparative studies, current trends, and professional experience, all brought together with a noble intention—to enhance and strengthen institutional image.

This guide is an essential resource for colleagues in the field, officials, politicians, and curious readers eager to uncover the "secrets" of organizing effective protocol actions. It offers practical insights into interinstitutional cooperation, ceremonial services, and the critical aspects of institutional protocol.

For specialists in international relations, protocol, and event organization, it is crucial to stay informed about modern institutional traditions and trends in diplomatic protocol and etiquette. The guide covers key areas such as the rigor of precedence, the use of national symbols, correspondence etiquette, and the impact of appropriate attire, ensuring excellence in every aspect of protocol.

ISBN 987-9975-3266-4-3

Link <https://unimedia.info/ro/news/1d2b08d7ef136acd/video-a-fost-lansata-cartea-protocolul-institutional-ghid-practic.html>

2024

Institutional Protocol guide (russian language)

DRIVING LICENCE

Driving Licence: B

HONOURS AND AWARDS

International Union of Protocol Professionals (UIPP)

For contribution to the development and popularization of the profession

"For contribution to the development and popularization of the profession" ("За вклад в развитие и популяризацию профессии"), being awarded at the International Competition for Protocol and Etiquette "First Persons", in Moscow. Awarded by International Union of Protocol Professionals (UIPP) in Russian Federation.

Link <https://realitatea.md/foto-video-ariana-dermenji-laureata-concursului-international-pentru-protocol-si-eticheta-desfasurat-la-moscova/>

07/09/2021 Brilliance review

Brilliant Lady 2020

This trophy urges me even more to believe in the power of the project "institutional protocol" - the first carried out on this subject in the Republic of Moldova, and to make maximum effort, with a noble intention - to familiarize everyone with the main provisions of protocol practice in accordance with the current traditions and trends of diplomatic protocol and etiquette, as well as the cultivation of elegance, femininity and grace.

Link <http://oficial.md/showbiz/ariana-dermenji-s-a-invrednicit-de-distinctia-brilliant-lady-2020>

VOLUNTEERING

16/04/2022 – 17/04/2022 Bestseller

Donation of Institutional Protocol Guide

"Donate books for refugee children, and you will receive as a gift an "Institutional Protocol" guide directly from the author, Ariana DERMENJI, with a personalized autograph!"

The event was held on Saturday, April 16, starting at 11:00, at the Bestseller bookstore (Pushkin street 35) - the online bookstore no. 1 in the Republic of Moldova, with representation in Romania.

Up to 100 copies of the guide on institutional protocol and etiquette were donated, which will be useful in work as well as in daily life.

We can be with the refugee children together!

70 books that were accumulated - were donated to the Library "L. Ukrainka", a branch of the Municipal Library B.P. Hasdeu".

Link <https://realitatea.md/dar-din-dar-se-face-rai-doneaza-o-carte-pentru-copiii-refugiati-si-primeste-una-despre-reguli-europene-de-eticheta/>

07/02/2022 – 07/02/2022 Moscow, Russian Federation, to the International Union of Protocol Professionals

Donation of Institutional Protocol Guide

I donated a 7 books to the International Union of Protocol Professionals, so that their collection would include the first Moldovan book on institutional protocol, as well as to be able to use the information collected in it and later apply it in practice.

11/06/2021 – 11/06/2021 Bucuresti, Romania

Donation of Institutional Protocol Guide

The Romanian Diplomatic Institute (IDR) organized, on June 11, 2021, the launch of the volume Institutional Protocol. Practical Guide, Casa Editurii Publishing House, Chisinau: 2021, author Ariana Dermeni. 30 books were donated.

The following were invited to give speeches (in the order of their interventions): Mr. Mihai Cercel, associate professor dr. National School of Political and Administrative Sciences, Bucharest and Ariana Dermeni, advisor to the Director General of External Relations, National Agency for Energy Regulation, Republic of Moldova. The discussions were moderated by Ms. Ileana Racheru, director of the Expertise Supply Department for the Ministry of Foreign Affairs, IDR.

The event was a continuation of the efforts to develop inter-institutional relations with partners in the Republic of Moldova.

Link <http://www.idr.ro/lansarea-volumului-protocol-institutional-ghid-practic-autor-ariana-dermenji/>

SPECIAL RANK

● **Lieutenant, Customs Service (Special Rank)**