



Alina Timotin

Email address: alina.timotin.v@gmail.com | **Email address:** alinatimotin@yahoo.com | **Website:** <https://sph.md> | **LinkedIn:** [Alina Timotin](#)

EDUCATION AND TRAINING

07/2024 – CURRENT Chisinau, Moldova

POSTDOCTORAL STUDIES IN MANAGEMENT Academy of Economic Studies of Moldova

Website www.ase.md | **Level in EQF** EQF level 8

2017 – 2021 Chisinau, Moldova

PHD IN ECONOMICS, MARKETING AND LOGISTICS Academy of Economic Studies of Moldova

Website www.ase.md | **Level in EQF** EQF level 8

2012 – 2014 Chisinau, Moldova

MASTER IN ECONOMICAL SCIENCES, MARKETING STUDIES Moldova State University

Website www.usm.md | **Level in EQF** EQF level 7

2009 – 2012 Chisinau, Moldova

BACHELOR'S DEGREE IN ECONOMICAL SCIENCES, MARKETING AND LOGISTICS Moldova State University

Website www.usm.md | **Level in EQF** EQF level 6

1997 – 2009 Chisinau, Moldova

HIGH SCHOOL DIPLOMA Elena Alistar Theoretical Arts Lyceum

Level in EQF EQF level 5

15/11/2021 – 09/12/2021 Geneva, Switzerland

INFODEMIC MANAGER World Health Organisation

WORK EXPERIENCE

COORDINATING SCIENTIFIC RESEARCHER – NATIONAL SCHOOL OF PUBLIC HEALTH MANAGEMENT – 01/09/2025 – Current – CHISINAU, MOLDOVA

Research and innovation services for the execution of the project "Strategic analysis of patients' and doctors' perspectives on the integration of artificial intelligence and medical data processing in the healthcare systems of Romania and Moldova" within the framework of the Research and Innovation Project Financing Contract No. 278ROMD signed on September 1, 2025 with the National Agency for Research and Development.

PRINCIPAL INVESTIGATOR HLS24 – NATIONAL SCHOOL OF PUBLIC HEALTH MANAGEMENT – 09/2024 – Current – CHISINAU, MOLDOVA

M-POHL - WHO Action Network on Measuring Population and Organizational Health Literacy, Principal Investigator for assessing Health Literacy in the Republic of Moldova within HLS24.

ESPAN COUNTRY TEAM EXPERT – NATIONAL SCHOOL OF PUBLIC HEALTH MANAGEMENT – 04/2023 – Current – CHISINAU, MOLDOVA

European Social Policy Analysis Network (ESPAN), a network of independent experts, that provides European Commission with support to follow policy developments and facilitate exchange of information in the areas of social protection and social inclusion, in the context of the European Pillar of Social Rights.

Providing independent information and analysis on social protection and social inclusion policies in the Republic of Moldova.

UNIVERSITY ASSISTANT, HEAD OF STUDIES – SCHOOL OF PUBLIC HEALTH MANAGEMENT, NICOLAE TESTEMITANU SUMPH – 09/2014 – 31/01/2026 – CHISINAU, MOLDOVA

Address: 194, Stefan cel Mare si Sfant bd, MD-2004, Chisinau, Moldova

- Developing and teaching courses of: Marketing of Health Services; Social Marketing and behaviour change; Communication and Public Relations, Public Speaking; Management; Health Technology Assessment; Infodemic Management
- Assessment of master students in the context of taught modules.
- Designing and developing the curricula for the courses.
- Participation in the development of new courses and modules.
- Conducting research.
- Organizing and conducting other didactic and methodical activities.
- Head of studies since 2021: organising the teaching process at SPH

COURSE DESIGNER: PUBLIC HEALTH – NATIONAL SCHOOL OF PUBLIC HEALTH MANAGEMENT – 05/2024 – 05/2025 – CHISINAU, MOLDOVA

Developing a training curriculum and materials on Climate Change Adaptation for healthcare managers and delivering the course. Activities supported by UNDP.

PROJECT COORDINATOR: PATHWAY JOURNEY OF HYPERTENSIVE PATIENT IN THE REPUBLIC OF MOLDOVA – NATIONAL SCHOOL OF PUBLIC HEALTH MANAGEMENT – 12/2023 – 05/2024 – CHISINAU, MOLDOVA

Pathway journey of hypertensive patient in the Republic of Moldova, within the Healthy Life project, funded by the Swiss Agency for Development and Cooperation (SDC) and implemented in Moldova by the Swiss Tropical and Public Health Institute (Swiss TPH).

Developing the research protocol and the schedule of activities over time, overseeing project progress to ensure that objectives are met on time. Participating in research activities. Designing the hypertensive patient pathway in the Republic of Moldova.

EXPERT-COORDINATOR – NATIONAL SCHOOL OF PUBLIC HEALTH MANAGEMENT – 01/2023 – 06/2024 – CHISINAU, MOLDOVA

Developing Misinformation Management Platform, supported by UNICEF. Formation of the project team, training on the use of social listening platforms. Developing a schedule of activities over time, overseeing project progress to ensure that objectives are met on time. Completion and approval of Social Listening reports on immunization. Organizing the Misinformation Management Team at the national level.

PROJECT COORDINATOR – NATIONAL SCHOOL OF PUBLIC HEALTH MANAGEMENT – 01/2022 – 01/2023 – CHISINAU, MOLDOVA

Social Media Practice and Monitoring in Public Health Project, supported by UNICEF. Formation of the project team, training on the use of social listening platforms. Developing a schedule of activities over time, overseeing project progress to ensure that objectives are met on time. Social Listening reports completion and approval.

EXPERT – NATIONAL SCHOOL OF PUBLIC HEALTH MANAGEMENT – 08/2023 – 12/2023 – CHISINAU, MOLDOVA

„Towards Universal Health Coverage in Moldova”, financed by World Bank

Developing and implementing a basic Health Assessment Course for Master students and for Medical Continuing Education. Preparing materials for the Learning Management System. Publishing a manual on HTA.

EXPERT-COORDINATOR – NATIONAL SCHOOL OF PUBLIC HEALTH MANAGEMENT – 09/2022 – 08/2023 – CHISINAU, MOLDOVA

Establishing Social Listening Mechanism for Refugees Crisis in the Republic of Moldova Project, supported by UNICEF. Formation of the project team, training on the use of social listening platforms. Developing a schedule of activities over time, overseeing project progress to ensure that objectives are met on time. Social Listening reports completion and approval.

DEPUTY HEAD OF COMMUNICATION AND PUBLIC RELATIONS DEPARTMENT – NICOLAE TESTEMITANU STATE UNIVERSITY OF MEDICINE AND PHARMACY OF THE REPUBLIC OF MOLDOVA – 02/03/2015 – 08/2021 – CHISINAU, MOLDOVA

- Managing the activity of the Public Relations section of the Department
- Developing PR strategies and tactics for the University
- Organizing PR activities and campaigns
- Implementing and monitoring promotional activities
- Developing communication channels
- Maintaining and developing relations with various categories of public
- Participating in editing the university newspaper *Medicus*.

CHIEF OF PR SECTION, COMMUNICATION AND PR DEPARTMENT – NICOLAE TESTEMITANU STATE UNIVERSITY OF MEDICINE AND PHARMACY OF THE REPUBLIC OF MOLDOVA – 07/07/2013 – 02/03/2015 – CHISINAU, MOLDOVA

- Managing the activity of the Public Relations section of the Department
- Developing PR strategies and tactics for the University
- Organizing PR activities and campaigns
- Implementing and monitoring promotional activities
- Developing communication channels
- Maintaining and developing relations with various categories of public
- Participating in editing the university newspaper *Medicus*.

MARKETING SPECIALIST – ECOWEB LLC – 05/04/2011 – 05/07/2013 – CHISINAU, MOLDOVA

- Managing company's marketing activity
- Developing and implementing marketing plans
- Implementing and monitoring branding activities
- Creating commercial offers
- Managing social media projects and on-line promotion campaigns
- Developing on-line projects (websites, economic simulators etc.)
- Maintaining client databases

LANGUAGE SKILLS

Mother tongue(s): **ROMANIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
RUSSIAN	C2	C2	C1	C1	B2
ENGLISH	C1	C1	C1	C1	C1
SPANISH	B1	B1	A1	A1	A1
FRENCH	A1	A1	A1	A1	A1

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

SKILLS

Microsoft Office | Microsoft Word | Google Docs | LinkedIn | Microsoft Powerpoint | Skype | Google Drive | Zoom | Microsoft Excel

● PUBLICATIONS

[Social listening applied to tailor communication on immunization in the Republic of Moldova](#)

Alina Timotin, Adriana Paladi, Valentin Mita, Valeria Chihai, Oleg Lozan, Social listening applied to tailor communication on immunization in the Republic of Moldova, *European Journal of Public Health*, 2024;, ckae161

2024

Social listening on immunization: complementing the online perspective with that of Family Doctors and nurses

TIMOTIN, A., PALADI A., Social listening on immunization: complementing the online perspective with that of Family Doctors and nurses. *Femei în știință* 2024, 8-9 februarie 2024.

2024

Social media: oportunități de manifestare și dezvoltare profesională pentru medici

ARAMĂ, E., TIMOTIN, A., LOZAN O. Social media: oportunități de manifestare și dezvoltare profesională pentru medici. In: *Management in health*. XXVII/2/2023; pp. 7-10

2024

Percepții privind integritatea instituțională în spitalele raionale din Republica Moldova: studiu pilot

BABUCI V., PALADI A., **TIMOTIN A.**, LOZAN O. Percepții privind integritatea instituțională în spitalele raionale din Republica Moldova: studiu pilot. In: *Management in health*. XXVII/2/2023; pp. 7-10

2024

[Competențe profesionale ale personalului abilitat cu drept de control în domeniul sănătății publice](#)

LOZAN, O., GHEORGHITĂ, S., GUȘTIUC, V., CEBANU, S., PĂDURE, A., **TIMOTIN, A.**, PALADI, A., PÎSLA, M., MÎȚA, V., CARPOVICI, E. Competențe profesionale ale personalului abilitat cu drept de control în domeniul sănătății publice. Chișinău: 2024.

2024

Evaluarea tehnologiilor medicale

LOZAN, O., **TIMOTIN, A.**, ANISEI, A., CHIȚAN, E., VOLOVEI, I. Evaluarea tehnologiilor medicale. Chișinău: Imprint Star, 2024. 236 p.

2024

[Parental socio-demographic influences on school-aged children's diets: a comprehensive study in the Republic of Moldova](#)

RODOMAN, I., **TIMOTIN, A.**, LOZAN, O. Parental socio-demographic influences on school-aged children's diets: a comprehensive study in the Republic of Moldova. In: *One Health and Risk Management*, Vol 5 Nr 2, 2024.

2024

Online presence of family doctors and institutions in primary healthcare

TIMOTIN, A., CIOBANU, A., RAȚA, V., ARAMA, E. Online presence of family doctors and institutions in primary healthcare, EHMA 2024, 5-7 iunie

2024

Healthcare professionals 'perceptions on institutional integrity in district hospitals in the Republic of Moldova

PALADI, A., BABUCI, V., **TIMOTIN, A.** Healthcare professionals 'perceptions on institutional integrity in district hospitals in the Republic of Moldova, EHMA 2024

2024

Competencies development and requirements of public hospital managers in Moldova

BIVOL, E., SCÂNTEIE, G., **TIMOTIN, A.**, PALADI, A., LOZAN, O. Competencies development and requirements of public hospital managers in Moldova, EHMA 2024

2024

Determinants of health technology assessment implementation in Republic of Moldova

CHIȚAN, E., VOLOVEI, I., **TIMOTIN, A.**, LOZAN, O. Determinants of health technology assessment implementation in Republic of Moldova, EHMA 2024

2024

Managementul sănătății publice: realizări, provocări și perspective: culegere de rezumate științifice

LOZAN O., PALADI, A., **TIMOTIN, A.** (resp. de ed.) Managementul sănătății publice: realizări, provocări și perspective: culegere de rezumate științifice. Ministerul Sănătății al Republicii Moldova, Universitatea de Stat de Medicină și Farmacie *Nicolae Testemițanu*, Școala de Management în Sănătate Publică. Chișinău: CEP Medicina, 2024. 56 p.

2024

Utilizarea platformelor social media de către medici în scopuri profesionale. Managementul sănătății publice: realizări, provocări și perspective: Culegere de rezumate științifice

ARAMA, E., **TIMOTIN, A.** Utilizarea platformelor social media de către medici în scopuri profesionale. Managementul sănătății publice: realizări, provocări și perspective: Culegere de rezumate științifice, CEP Medicina, Școala de Management în Sănătate Publică, 2024

2024

Managementul infodemiei

LOZAN, O., TIMOTIN, A., PALADI, A., PÎSLA, M., MÂȚA, V., Managementul infodemiei, Chișinău: USMF *Nicolae Testemițanu*, 2024.

● CONFERENCES AND SEMINARS

11/02/2025 – 12/02/2025 Online (Moldova-România-Ucraina)

The 5th conference dedicated to the contribution of women in research, organized within the International Scientific Conference "Yesterday's Cultural Heritage - Implications for the Development of Tomorrow's Society"

Communication on „Self-medication as a public health problem in the Republic of Moldova”

20/06/2025 – 21/06/2025 Chisinau

Public Health Management: Achievements, Challenges, Perspectives

National Conference with international participation dedicated to the 80th anniversary of *Nicolae Testemițanu* State University of Medicine and Pharmacy and 20 years since the launch of the Master's Program in Public Health Management

10/10/2024 – 12/10/2024

International Conference on Economics - Challenges and Opportunities

ICECO, 1st Edition. Communication on: HTA FOR INFODEMIC MANAGEMENT: A FRAMEWORK FOR SELECTING INTERVENTIONS

05/06/2024 – 07/06/2024 Bcharest, Romania

EHMA2024

2024, 5-7 June, EHMA 2024, European Health Management Association, București, Romania: **Award for best non-European paper**

11/02/2024 – 11/02/2024 Chisinau

Women in research: destinies, contributions, perspectives

International Scientific Conference, 9th edition, Dedicated to the International Day of Women and Girls in Science, „Women in research: destinies, contributions, perspectives”

19/10/2023 – 22/10/2023 Brasov, Romania

National Conference of Pharmacoconomics and Health Management

2023, 19-22 October, National Conference of Pharmacoconomics and Health Management, 10th edition (Conferința Națională de Farmacoconomie și Management Sanitar, CNFMS2023): CHIȚAN, E., **TIMOTIN, A.**, ANISEI, A. Perspective de dezvoltare a sistemului de evaluare a tehnologiilor medicale în Republica Moldova

Link https://cnfms.ro/wp-content/uploads/2023/10/CNFMS_2023_Program_v15.pdf

25/10/2019 – 25/10/2019 Cluj-Napoca, Romania

International Conference Marketing - from information to decision

27/04/2018 – 28/04/2018 Chișinău, Academy of Economic Studies

International Scientific Symposium of Young Researchers

08/12/2016 – 09/12/2016 Chisinau Free International University of Moldova

International Conference Contemporary Concerns of Socio-Human Sciences

23/09/2016 – 24/09/2016 Chisinau

25 Years of Economic Reform in the Republic of Moldova: Through Innovation and Competitiveness Towards Economic Progress

23-24 September 2016, International Scientific Conference on the 25th Anniversary of AESM "25 Years of Economic Reform in the Republic of Moldova: Through Innovation and Competitiveness Towards Economic Progress", Academy of Economic Studies of Moldova.

12/09/2016 – 15/09/2016 Chisinau

Public Health Management: Currents and Perspectives. In Memoriam Prof. Eugen Popusoi

12-15 September 2016, Scientific Conference *Public Health Management: Currents and Perspectives. In Memoriam Prof. Eugen Popusoi*, School of Public Health Management, Nicolae Testemitanu SUMPh

2011 Chisinau

Marketing and International Economic Relations Chair Conference

2011, *The importance of creating and developing a Youth Radio Studio. Organization and promotion* (1st place), Marketing and International Economic Relations Chair, Moldova State University

2011 – 2011 Chisinau

European politics in research and innovation: cooperation, ideas, people and capacities

2011, European politics in research and innovation: cooperation, ideas, people and capacities (3rd I place), Faculty of Economic Sciences, Moldova State University

Chisinau

Department of Economic Theory and Methodology of Teaching Conference

2010, *Direct Foreign Investments in Republic of Moldova* (1st place), Department of Economic Theory and Methodology of Teaching, Moldova State University.

16/05/2025 Academy of Economic Studies of Moldova

International Scientific Conference "DEVELOPMENT THROUGH RESEARCH AND INNOVATION" IDSC-2025

● HONOURS AND AWARDS

20/06/2025

Certificate of Accreditation as a PhD Supervisor in Public Health – National Agency for Quality Assurance in Education and Research

06/2025

President of the Commission for public defense of bachelor thesis for marketing students – Academy of Economic Studies of Moldova

07/06/2024

Best Non-European Paper – EHMA

2024, 5-7 June, EHMA 2024, European Health Management Association, București, Romania for the paper **TIMOTIN, A., CIOBANU, A., RAȚA, V., ARAMA, E.** Online presence of family doctors and institutions in primary healthcare

06/2024

President of the Commission for public defence of master and bachelor thesis for marketing students – Academy of Economic Studies of Moldova

2015

Honoric Diploma – Nicolae Testemitanu State University of Medicine and Pharmacy of the Republic of Moldova

For prodigious activity as the Deputy Head of Communication and PR Department

2019

Honoric Diploma – Nicolae Testemitanu State University of Medicine and Pharmacy of the Republic of Moldova

For prodigious activity as the Deputy Head of Communication and PR Department

● NETWORKS AND MEMBERSHIPS

02/2024 – CURRENT

EHMA

European Health Management Association (institutional membership)

2019 – 2021

International Social Marketing Association

26/03/2025 – CURRENT

Society for Health Communication
