



# MILENA ENE

Shapes and refines brand narratives across integrated communication campaigns, with a strong focus on media relevance, message clarity and timely communication. Ensures storytelling is adapted for the right audiences and channels, while aligning PR and digital initiatives into coherent, consistent campaigns. Has worked with brands such as InterContinental, DelicioUS, Veranda Mall, Dr. Leventer, Enayati Medical City, Sheraton, Siviero Maria, 5 to go.

## WORK HISTORY

### **01.01.2024 - present** **PR & Communications Coordinator**

KOOPERATIVA 2.0

- Coordinating the PR & Communications team, ensuring clear task delegation, productivity, and professional development;
- PR & Communications strategy development and implementation for various clients;
- Maintaining relations with the press and suppliers in the department;
- Events organizing (press conferences, books releases, conferences, client events etc.);
- Media pitching for various clients;
- Oversee the creation and distribution of press releases, advertorials, media kits, and promotional content;
- Monitor and analyze the performance of PR campaigns;

### **01.06.2022 - 01.01.2024** **PR & Communications Specialist**

KOOPERATIVA 2.0

- PR & Social Media strategy development for various clients;
- Coordinating one-off campaigns combining PR, infomercial marketing and social media;
- Maintaining relations with the press and suppliers in the department;
- Events organizing (press conferences, books releases, conferences, client events etc.);
- Media pitching for various clients;
- Content creation for various clients (press releases, news, advertorials, articles etc.);

### **01.06.2021 - 01.06.2022** **PR & Communications Assistant**

KOOPERATIVA 2.0

- PR & Social Media account management for clients operating in hospitality, food&beverage or medical fields;
- Managing more than 10 social media accounts for clients;
- Audit, analysis and research for various clients;

## CONTACT INFORMATION

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You can find me on:



## PREVIOUS EDUCATION

### **03.09.2018 - 15.07.2022** **Creative Business Bachelor**

HU UNIVERSITY OF APPLIED SCIENCE,  
UTRECHT (THE NETHERLANDS)

#### **Main subjects:**

- Consumer Behavior - Digital Media Design - Marketing Principles - Humanities
- Fundamentals of Branding - Creative Business
- Creativity - Media Culture
- New Business Models - Entrepreneurship
- Principles of Communication - Technology

### **15.09.2014-09.07.2018** **Bacalaureat Diploma**

"GHEORGHE SINCAI" NATIONAL  
COLLEGE, BUCHAREST (ROMANIA)

#### **Main subjects:**

- Romanian
- Mathematics
- Informatics
- Biology

- Content creation for various clients (press releases, news, advertorials, articles etc.);
- Media pitching for various clients;
- One-off campaigns creations combining PR, infomercial marketing and social media;

**11.01.2021 - 01.06.2021**  
**PR & Communications Intern**

*KOOPERATIVA 2.0*

- Content creation for various clients of the PR department (press releases, news, advertorials, articles etc.);
- PR strategies creation for the clients of the PR department;
- Brand and industry research and analysis for the clients of the PR department;
- Data bases development,

**04.10.2019 - 30.04.2020**  
**Sales Assistant**

*STRADIVARIUS UTRECHT*  
*(THE NETHERLANDS)*

- Customer service;
- Cleaning and tidying up the store;
- Replenishment;
- Processing cash and card transactions or refunds;

**15.04.2019 - 01.07.2019**  
**Online Content Creator**

*KONTENTO (ROMANIA)*

- writing articles for different Romanian websites and blogs;
- copywriting;

**Communication Skills**

- great communication skills gained through a lot of professional socializing, during my experience as a PR Specialist;
- brainstorming - gained through my agency working experience and through the development of my university projects;
- empathy - gained through my experience as a volunteer at a children host;
- social media skills - gained through managing more than 10 social media accounts for clients;
- creativity and writing - my opportunity to put storytelling in action;

**PERSONAL SKILLS**

**Mother Tongue(s):**

ROMANIAN

**Foreign Language(s):**

ENGLISH: C1 - IELTS

**Organisational/Managerial Skills**

- leadership and responsibility - gained through managing accounts during the job as a PR Coordinator and by coordinating various projects in the past;
- research - gained through my experience as a content creator for various clients;
- attention to details - gained through my inclination for beautiful and through my perfectionist spirit;
- problem solver - always positive and open to find new ways of solving the problem;
- flexibility and adaptability to new circumstances;
- respecting deadlines, skill developed a lot during my experience in Digital Marketing;
- event organisation - gained through a "Leisure & Event Marketing" minor that I was following during university and by organising different events.

**Digital Skills**

INDEPENDENT USER - ECDL CERTIFICATE

- good command of Windows and Microsoft Office Tools;
- good command of photography editing gained through a course of urban photography;
- great social media skills;