

ANA SMĂDEANU

EXPERIENCED
COMMUNICATION
PROFESSIONAL

EXPERIENCE

Managing Director

Seven Media 2014

With 11 years of experience at the agency, I have honed my expertise in leading teams and delivering impactful communication strategies that drive results.

- Lead the team in developing and executing comprehensive communication strategies (including social media, internal communication, employer branding strategies).
- Developing compelling and relevant materials, communication calendars, planning and executing external and internal events that foster engagement and our clients culture.
- Drive strategic direction and innovation in communication efforts to enhance brand visibility and engagement.

Capital Top 300 Chief Editor

Capital | 2011-2013

I managed the research, editorial direction, and content curation. My role involved analyzing financial data, conducting interviews with top entrepreneurs, and overseeing the editorial process to ensure accuracy and relevance.

Journalist

Capital 2007-2013

The Diplomat | 2004-2006
Bucharest

I conducted in-depth interviews with entrepreneurs, industry leaders and executives, providing insightful analysis on market trends and economic developments. I covered a wide range of business topics and contributed to reports on key industries.



ABOUT ME

Experienced communicator with a proven track record in the media industry. Skilled in communication, public relations, storytelling, marketing and journalism. Highly entrepreneurial, with a degree in journalism and +20 years of experience in both mass media and agency environments.

SKILLS

Public relations, Internal/external communication, online communication, crisis communication

Digital Marketing / Data Analysis (Customize based on field)

Project & Strategy Execution

Creative thinking

Leadership & team management

Event planning and execution

Ability to work with diverse teams

LANGUAGE

English- Professional Proficiency

French - Intermediate

EDUCATION

Universitatea Spiru Haret

Filosofie si Jurnalism

2005

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