



# Eliza Pisică

**Senior Project Manager | Events & Communications**

📍 Cluj-Napoca/ Bucharest, Romania | ✉ eliza.pisica@gmail.com | 🔗 [LinkedIn](#)

## Professional Summary

*Seasoned Senior Project Manager with 18+ years of expertise in **corporate & B2B event management, project execution, and communications strategy**. Led high-impact events across **tech, finance, retail, energy, and media sectors**, ensuring seamless **planning, stakeholder engagement, and execution**.*

## Core Skills

- ✔ **Event Strategy & Execution** – Concept development & flawless implementation
- ✔ **Team Leadership** – Managing multi-functional teams across global events
- ✔ **Budget & Resource Management** – Cost optimization without compromising quality
- ✔ **Client & Stakeholder Relations** – Strong negotiation, relationship building, & customer satisfaction
- ✔ **Creative Event Concepts** – Crafting unique, immersive event experiences

## Experience

### Universum Events | Senior Project Manager (2016 – Present)

Led **end-to-end event management** for major clients, with **key events** including:

- ✔ **Asirom National Sales Conference (2024)** – Large-scale event strategy & execution
- ✔ **Vox Solutions WAS#20, Bali (2024)** – Managed 1000+ attendee logistics internationally
- ✔ **Cisco Connect Romania (2017-2024)** – Coordinated **partnerships & engagement strategies**
- ✔ **PwC CEE Partners Conference (2018)** – B2B networking event with executive audiences
- ✔ **Honeywell Life Safety Romania Anniversary (2018/2023)** – Concept design & event leadership

💡 **Key Skills Acquired:** Project management, Client service, Vendor & sponsor negotiation, logistics optimization, execution under pressure

### The Partners Agency | Events Director (2022 – Present)

Strategized and executed **high-profile corporate events** such as:



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✅ **Eurowind Energy – Teius Solar Panel Park Launch (2025)** – Oversaw all logistical & strategic elements

💡 **Key Skills Acquired:** Concept innovation, team coordination, reporting & stakeholder management

### Techsylvania | Head of Events (2020 – 2022)

Managed **major international conferences & B2B tech events:**

✅ **Techsylvania 2021 (5000+ attendees)** – Spearheaded the entire event concept & execution

✅ **TEDxEroilor Women** – Managed production & content curation

✅ **Awards Gala for Real Estate Professionals (Imobiliare.ro)** – Designed hybrid event strategy

💡 **Key Skills Acquired:** Large-scale event logistics, digital engagement, speaker curation

### GMP PR | BTL & Events Manager (2014 – 2015)

Managed **strategic PR & corporate events, including:**

✅ **Volkswagen Fleet Managers Conference** – International coordination

✅ **Michelin Mobility Forum (2015)** – Thought leadership event

✅ **Omniasig 20 Years Celebration** – PR-led anniversary event

💡 **Key Skills:** Event branding, media relations, public speaking coordination

### Mercury360 | Project Coordinator (2007 – 2012)

Oversaw **national PR campaigns & European-funded projects for key institutions:**

✅ **Ministry of Economics & Health – Awareness Events** – Large-scale public engagement

✅ **Ministry of Transport – Communications Campaigns** – Event logistics & promotional strategy

✅ **European Commission Representation** – Media & Community Events

💡 **Key Skills:** Public communications, regulatory compliance, event operations

### Previous Roles in Events & Communications



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Held key roles at **Mendola Fabrics, Wunderman, GMP Advertising and others**, managing:

- Industry-leading **trade fairs (Deco Days, Heimtextil Frankfurt, Romanian Design Week)**
- Large-scale **product launches** & corporate celebrations
- **European-funded public campaigns** for ministries & government agencies

💡 **Key Skills Acquired:** Compliance with regulatory frameworks, high-level PR strategy, multi-channel event promotion

## Education & Certifications

🎓 **Master's Degree, Project Management** | SNSPA Bucharest

🎓 **PR & Communications Diploma** | University of Bucharest

📖 **Marketing & Communications** | IAA School of Marketing

☕ **Certified Specialty Coffee Preparation**

## Beyond Work

Adventurer at heart—**mountain hiker, dog lover, and coffee enthusiast.**