

CV

Mariana Galescu

PR Specialist, Editor & Copywriter

Mariana is an appreciated PR specialist, editor and author of texts in Romanian and English. Studies and training conducted in the country and abroad, as well as work in international companies have redefined her style, giving it clarity and depth. Having over 15 years of significant and progressive experience in media, marketing and PR, journalism, editing and copywriting, she is always looking for the perfect formula that ideally plays the thought and correctly transmits the message. For the past years she has worked as a PR Specialist and Copywriter, performing a wide variety of activities, including handling promotional campaigns, writing, working with media and social media. Other duties included evaluating markets and trends, setting partnerships and organizing events. Her earlier journalism experience enhanced and educated her ability to research, to analyze information, to clearly and precisely formulate thoughts, which proved to be of great value in the communications field. Her professional experience has provided Mariana the opportunity to achieve a significant level of expertise within the media/communications industries and to acquire excellent linguistic skills. She fluently speaks English and Russian; her additional fair knowledge of French and Italian allows her to extend the research area and to use more diverse and relevant resources for the topics on which she works.

Her excellent track record includes recently creating and writing for the following clients:

Heritage International School

National Office for Vine and Wine

USAID CEED II project

Moldova Competitiveness Project

Medpark International Hospital

“Novateca” National Program

Shopping MallDova commercial center etc.

Key competences within the company: Providing creative ideas and developing communication concepts. Researching extensively the briefed topics. Writing, editing and translating copy (Romanian, Russian and English).

Involvement in the project – 75%