

ALEXANDRA DAVIDESCU

Event Architect

Driven by a deep love for events and a strong sense of coordination, I've built my path in corporate & B2B event production. With a balanced and solution-oriented mindset, I manage complex projects from concept to execution, always striving to deliver impactful, detail-driven experiences. I'm continuously seeking growth and new challenges that sharpen my skills in organization, planning, and coordination, with self-improvement as my top priority.

TOP SKILLS

● Hard Skills

Timeline whisperer & project flow strategist
Mastery in event production & execution
Budget sculptor with a creative twist
Confident public speaker & storyteller
Tech-savvy stage & technical orchestrator

● Soft Skills

Communicator who actually connects
Adaptability ninja in fast-paced environments
Team-first mindset with self-starter energy
Obsessed with structure, addicted to checklists
Ambition-driven, ownership-fueled, always on

LINGUISTIC COMPETENCES

French  B1

English  B2

EDUCATION

- Bachelor's Degree in Journalism and Communication Sciences
Communication and Public Relations
Completed in 2023
- Master's Degree in Online Marketing Strategies and Sales Management
Administration and Business

PROFESSIONAL EXPERIENCE

Universum Events | Project Manager

2022 – Present

Key responsibilities:

- Led the **end-to-end planning and execution** of corporate and B2B events—from tailored concept development to on-site implementation and post-event evaluation.
- **Coordination of cross-functional teams**—including production, creative, logistics, technical, and venue—to ensure cohesive and top-tier event delivery.
- Develop and maintain **detailed project documentation**, including budgets, timelines, cost optimization plans, and production schedules.
- Led **on-site event production with integrated supervision**, serving as the primary point of contact for clients, vendors, and team members to ensure smooth coordination across all areas.
- **Highly adaptable in managing risks**, turning challenges into opportunities by providing real-time solutions that enhance the overall event experience.
- Deliver **creative**, customized event experiences adapted to each client's profile, with a strong focus on **precision, detail, and impact**, that results in **flawless experience** for both participants and team involved.

Major projects:

Allianz Services (2022–2025)

Account Manager & Project Manager

- Managed the full event portfolio for Allianz Services over 2.5 years: townhalls, conferences, brand activations, and corporate parties—some exceeding 1,000 participants.
- **Leadership Summit (2024)** – End-to-end management and coordination of a strategic event with global participation and top-level stakeholders.
- **People & Culture Conference (2024)** – Sales account and project manager, for a high-profile corporate event with international guests.

LEGO – McLaren EXPO (2024–2025)

Sales & Project Manager

- Led two editions of a high-impact **BTL roadshow** in Bucharest, Braşov, and Constanţa, centered around a real-size F1 car exhibition.
- Oversaw planning, logistics, and activation design, delivering an interactive brand experience for **105,000+ participants**.

Generali – Brokers Event (2024)

Project Manager & Event Producer

- Delivered a **premium B2B event for top-performing brokers and partners** from across the country, managing both the production concept and live execution.

DIGITAL COMPETENCES

Microsoft Word

Microsoft Power Point

Microsoft Excel

Microsoft Outlook

CERTIFICATES

- Diplôme d'études en langue française DELF
- ECDL

INTERESTS

Nature escapes
 Scenic walks
 Cultural travel
 Camping under the sky
 Live music experiences
 Culinary discovery
 History & heritage
 Musical exploration
 Arts & crafts

Romcim – End of Year Event (2023)

Project Manager & Event Producer

- Produced a **3-day corporate experience** blending conference content with entertainment and immersive storytelling.
- Managed a complex event flow, including technical concept, custom guest experiences, venues & logistical coordination.

Moldovan Wine Tasting & Exhibition (2022)

Event Coordinator

- Coordinated the participation of Moldovan wineries (over 40) for a hybrid B2B & B2C showcase, managing logistics and brand presence on-site.

Oversaw 106 high-impact B2B and corporate projects, balancing strategic project management with real-time coordination.

Key Roles in Major Events:

Google Cloud Day (2024) - Technical Coordinator – Main Hall

- Managed technical operations in the main hall, aligning AV, staging, and live content flow to support seamless presentations and transitions.

Cisco Connect (2024) - Stage & Technical Production Lead

- Designed and delivered all stage and screen content; coordinated technical setup and crew; managed speaker flow and stage readiness throughout the event.

MegaGen ESM Conference (2022) - Translators & Artists Coordinator

- Managed coordination of live translators and stage performers, ensuring smooth integration into the event flow.

PR Arena – Editions III & IV | Competitor

11/2020 & 04/2021

Global Women in PR România & FJSC – University of Bucharest

- Participated in two editions of a national PR strategy competition focused on real NGO campaigns.
- Edition III (2020) – Developed a fundraising communication plan for Asociația Blondie to support the purchase of Romania's first medical aircraft (€2M goal, €5K budget).
- Edition IV (2021) – Created an awareness campaign for patients with multiple sclerosis, aiming to shift perceptions among newly diagnosed women (9-month rollout, €5K budget).

Student Conference – Scientific Communication Session | Competitor

05/2022

- Presented a content analysis on how Christian Orthodox values are represented in Romanian primary school textbooks, examining the influence of digital technologies.
- Led the research project from start to finish, managing team dynamics, deadlines, and unforeseen challenges.
- Delivered the presentation through strong time management and public speaking skills, earning 1st place in the final ranking.

