



# MILENA ENE

## 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 creations 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

FRENCH: A2

### **Organisational/Managerial Skills**

- leadership and responsibility - gained through managing accounts during the job as a PR Specialist 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;