

Mariana GALESCU

Creative Director, Partner @ QUBO Communications
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SUMMARY

Creative PR specialist, copywriter and video production manager. Education and training in the country and abroad, as well as working in international companies have redefined my style, giving it clarity and depth. With over 15 years of significant and progressive experience in media, marketing and PR, journalism, copywriting, television and video production, I'm always looking for the perfect wording and visual formula that ideally plays the thought and correctly conveys the message. In my position within QUBO Communications I perform a wide variety of activities, including developing creative concepts, copywriting and content writing, handling promotional campaigns, writing scripts, video production, editing and translating copy, working with social media, training junior copywriters. A rich journalism experience in print and TV media has enhanced and educated my ability to research, to analyze information, to formulate thoughts clearly and precisely, which proved to be of great value in the communications field. My professional pathway and my passion for languages have fostered an outstanding level of expertise within the communication industry and excellent linguistic skills.

HIGHLIGHTS

- Creative and unconventional mindset
- Superior writing and copywriting abilities
- Excellent communication skills
- Strong critical and analytical thinking
- Team management and leadership skills
- Fluent in English, French, Russian

EXPERIENCE

2017 – present, QUBO Communications

Creative Director

- Generate and improve provided creative ideas and concepts
- Lead and supervise the copywriting activities
- Conduct creative brainstorming session with the team
- Brief, supervise and work closely with copywriting, design, IT and video team to produce compelling deliverables
- Write, edit and translate copy in Romanian, Russian and English
- Guide and train the team in writing, copywriting and video production
- Conceptualize and produce creative PR, advertising and social video materials
- Social media management and social media ad campaigns setting
- Conduct copywriting and social media management trainings

2014 – 2017, “Proimage” Agency

PR Specialist & Copywriter

- Provide creative ideas and concepts
- Research extensively the briefed topics
- Write, edit and translate copy in Romanian, Russian and English

2011 – 2017, Nondiscrimination Coalition

Communications Coordinator

- Establish and maintain effective media relations
- Implement the communication strategy
- Write PR materials, print copy, policy drafts
- Carry out national and EU-level advocacy campaigns
- Organize events
- Formulate communications procedures

2014 – 2015, Prime TV, General Media Group

Senior TV Editor

- Manage the morning show newsroom
- Edit news and reportages, plan, suggest and approve stories
- Improve style, structure, formatting and accuracy of reports
- Train and teach reporters

2011 – 2014, Program Production Department, Jurnal TV

Senior TV Editor

- Edit news and programs in the Production Department
- Approve and suggest stories
- Improve style, structure, formatting and accuracy of reports
- Make special reportages for the “Ministerul Adevarului” show

2010 – 2011, “Rolsimedia” Agency

PR & Marketing Manager

- Generate ideas for clients’ brands and campaigns
- Write press release and articles, prepare promotional materials
- Maintain company’s website, intranet and social media accounts

2005-2010, “Best Jobs” SRL, subsidiary of “Neogen” SA – Romania

Digital Marketing Coordinator

- Research markets, identify and evaluate trends
- Implement communications and marketing strategies
- Manage marketing activities across 4 countries: Romania, Moldova, Bulgaria, Serbia
- Supervise international staff of 10

2001 – 2005, Various newspapers and magazines, Chisinau

Reporter, contributor: Report and write articles on social, economic, and youth topics

EDUCATION

2009 – 2012, Free International University of Moldova, Bachelor’s in Business Administration

2000 – 2004, State University of Moldova, IRIM, Graduate of International Relations