

Raluca Ioana Turcanașu

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PERSONAL STATEMENT

Seasoned creative Marketing Strategist with 10 years of professional experience in communications project management, website development and team management. I have worked with more than **40 brands** in FMCG, non-profit, banking, telecom, editorial, retail and beauty & care and contributed to **7 industry awards** for some of these. I enjoy blending strategic insights with data analysis and a gist of visual culture to bring to life award-winning campaigns or novel digital brand platforms.

WORK EXPERIENCE

[AV Production Coordinator | video intelligence by Outbrain | \[outbrain.com\]\(http://outbrain.com\)](#) Remote | February 2022 - ongoing

[Video intelligence by Outbrain](#) creates contextual videos for clients' users, deploying content automatically on their websites in a programmatic manner (IAB-centric).

Responsibilities:

- Managed a team of **10 video producers** – Contracting, content production management from ideation to library for US, DACH, Poland, Spain, Italy, Sweden, Israel ▪ Production budgeting
- Content injection automation through **MRSS feeds** ▪ Recurrent ingestion check & debugging
- Analyzed content performance & optimized programmatic delivery through metatext – bimonthly reporting – monthly performance, YTD performance, news vs evergreen performance, engagement performance

Key Achievements:

- Yearly average content **CPM 0.06\$** | **400 million playouts** in less than one year
- **3000 pieces** of short-form videos injected into the library in less than one year

[Business Owner | Turcanasu Raluca Ioana PFA | \[ra-luca.me\]\(http://ra-luca.me\)](#) | Remote | 2018 - ongoing

*Strategic & executional work for clients in arts, education, AV production, editorial.
Grant proposal writing & reporting.*

Key Achievements:

- Erasmus for Young Entrepreneurs – Rather Gather – Dublin – ongoing
- Communication strategy & implementation across channels – IAA School Romania, Telciu School
- NFT exhibition - concept ideation & communications management – LeiLei Gallery – Bucharest
- Website redesign management, copywriting & content management – Format Film
- Workshop facilitation: photography & storytelling (MarinArt), design thinking (Skeptic Dog Studio)

[Communications Officer | IAA Romania | \[iaa.ro\]\(http://iaa.ro\)](#) | Bucharest | 2017-2018

The International Advertising Association serves as a gateway for brands and agencies seeking legal interest representation as well as educational & inspirational programs for their employees and partners.

Responsibilities:

- Content strategy development & implementation for IAA Romania and its sub-brands: IAA, IAA Global Conference, IAA School, MentorIAA ▪ Observed consumer trends ▪ Media relations

Achievements: Launching iaa.ro & scoalaiiaa.ro on ZERO production budget ▪ Channel set-up: Mailchimp, LinkedIn, Instagram ▪ Content brand activations

[Account Manager | Rusu+Bortun Brand Growers | rusubortun.ro](#) | Bucharest | 2014-2017

Integrated creative & digital boutique in the heart of Bucharest. Digital brand strategy, AV producer role, creative input, account management, resource allocation, budgeting, contracts & invoicing. Industries: construction materials, telecom, editorial, FMCG, HoReCa, consulting.

Responsibilities:

- Coordinated the development of 10 websites, 3 platforms, and 8 integrated campaigns. • Worked on a gamified website, a user voting platform & a monetization & rewards platform. • Followed an Agile process, involving detailed design documents, versioning, ticketing, prioritization of incidents
- Managed repackaging projects from ideation to shelf.
- Desktop & fields research ▪ Creative briefing ▪ Concept generation ▪ Creative team management

[Account Executive | Leo Burnett Bucharest | leoburnett.ro](#) | Bucharest | 2013-2014

Responsibilities:

- Responsible for a large portfolio of P&G brands (beauty & care, detergents) and their localization across Balkans. In charge of 7 novel campaigns and countless network campaign localizations in the region. ▪ Coordinated the Fashion Days launch in Romania

KEY SKILLS

Languages: English (proficient), German (intermediate), French (intermediate), Spanish & Portuguese (basic)

Hard skills: Adobe Photoshop, Adobe Premiere, online video editing tools (Wibbitz, Wochit) Word, Excel, Powerpoint, Google Suite & Google Analytics, Agile workflow tools (Jira), Slack, Trello, Miro, Canva, Mailchimp, Wordpress, Business Manager, Hootsuite.

Soft skills: Empathic, team player, fair, active listening, curious & analytical, flexible, morally principled.

Clifton Strengths: Strategic. Input. Ideation. Futuristic. Learner.

Industry skills: Cross-source insight gleaning, research, process oriented, detail oriented, doer attitude, analytical, overview-focused, coordination & facilitation, consumer-centric.

EDUCATION

2022 Digital communication strategy - IAA

2017 - 2020 University of Bucharest -
Centre of Excellence in Image Studies -
Valedictorian

2019 Université Paris Diderot - Erasmus.

2009 - 2013 University of Bucharest -
Faculty of Journalism and
Communication Studies

2010 – 2011 Universidade do Porto – Erasmus

2009 - 2012 The Academy of Economic Studies
Bucharest – The Faculty of Marketing

AWARDS

2021: WHW Akademija art residency

2020: Art residency at Zalu Museum of History & Art

2017: Campaign featured in **Lürzer's Archive**

2016: **ReBrand Merit**: BCR-S Kindness Stock Exchange

2015: 3 **Effie** Nominations: Patru Maini's "Great for your communities"

2015: Internetics Nomination: An app's mission to change the world.

2014: **Silver Effie** - Oral B Powerbrush campaign

2014: Effie Nomination: Gillette ProGlide: Real Men Camp

Interests: Photography, hiking & nature, art, krav maga. Regular contributor to Revista 22.

Certifications & referrals are available upon request.