

Contact

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Top Skills

Writing
Social Media
Public Relations

Alina Galeriu

Managing Partner at Galeriu & Partners Public Relations
Romania

Experience

Facultatea de Comunicare si Relatii Publice
Associated Teacher
February 2018 - Present (2 years 2 months)
Bucharest, Romania

Galeriu & Partners Public Relations
Managing Partner
February 2014 - Present (6 years 2 months)
Bucuresti

- in charge of managing the team members, gaining new clients and managing the clients portfolio from strategy proposal to every detail of the implementation
- supervising and implementing media relations projects & influencers relations & sponsorship projects & event planning of internal and external events & consumer activations
- supervising and implementing PR campaigns according to client's brief and budget
- negotiating and maintaining contact with various suppliers for events or for media buying and sponsorship activities
- clients portfolio: SEPHORA, Victoria's Secret, Leroy Merlin, Aurelia Visinescu Wines, Yamamay, BARZA, Cora Romania, Henkel, Himalaya, Liv. 52, Beutin Collagen, Solgar, Albeena, Trubaduro, Docuart

RAN Events Communication
PR Manager

February 2013 - February 2014 (1 year 1 month)

- in charge of the communication strategy planning & implementation for brands such as: STEFANEL, Ermanno Scervino, PANDORA, Ciocogelateria Venchi
- main activities: media relations, event planning, maintaining contact with suppliers, providing local market insights for the international clients' marketing teams, shaping the strategic approach and presenting it, gathering results and analyzing them in the monthly monitoring and evaluation report

The Practice Romania

Jr. PR Manager

September 2012 - February 2013 (6 months)

Bucuresti

- in charge of creating and implementing communication campaigns, managing daily media relations and organizing events (such as the launch of Meze Taverna restaurant) for clients such as: Peroni, Avon, Fashion Days, Meze Taverna

MRM//McCann

Social Media Strategist

April 2012 - August 2012 (5 months)

social media strategy & content creation

Nicola Porter Novelli

account executive

March 2011 - February 2012 (1 year)

- in charge of internal & external communication activities for the agency
- in charge of implementing campaigns and events for clients such as:
PANDORA, Aurelia Visinescu Wines

Blue Idea (IQads, SMARK, Digital IQads)

editor

September 2008 - February 2011 (2 years 6 months)

- in charge of writing market analysis and various articles on topics related to communication and advertising field

- in charge of interviews with local or international marketing, branding and communication experts

(e.g.:

interview with Wally Olins: <http://www.iqads.ro/articol/12065/wally-olins-in-branding-e-nevoie-de-curiozitate-si-indrazneala>

interview with Grant McKenzie (Marketing VP, Ursus Breweries) <http://www.iqads.ro/articol/12487/grolsch-este-despre-povestea-celor-395-de-ani-in-a-fi-diferit>)

- in charge of covering industry events in terms of editorial topics, such as ADfel Fair or SMARK events

- in charge of writing newsletters sent to promote the articles on the website

Education

Școala Națională de Studii Politice și Administrative din București

Master, Advertising · (2009 - 2011)

IAA School

· (2009 - 2010)

Școala Națională de Studii Politice și Administrative din București

Bachelor, Communication and Public Relations · (2006 - 2009)