

Alice Teodorescu

Communications and Research Professional



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PROFESSIONAL SUMMARY

Communications Professional with **8+ years** of experience and a keen eye for contexts and storytelling with impact. Proven success in designing and implementing communications campaigns (strategy and creative concept) that build brand awareness and drive engagement and new business. Proficient in content marketing and social media strategies, PR, copywriting and business development. Creative and data driven. Extensive experience in managing stakeholders and strong public speaker.

5+ years of successful freelancing in research, communications, providing an authentic voice to NGOs, SMEs and cultural/social projects.

4+ years of insightful research for NGOs working with nonformal education methodologies, digital discrimination or individual giving frameworks.

HIGHLIGHTS

Worked on mid and long-term engaging **research projects** for nonprofits regarding social inclusion and nonformal education, digital discrimination and social giving.

Successfully contributed to and implemented **fundraising strategies**, including event management for donors.

Coordinated and implemented **50+ business communications strategies** for startups, commercial enterprises and NGOs, with positive results and increased engagement.

Proven aptitude in **research, project management and creative strategies** for development.

Coordinated a **150+ person Gala** for rural & community development.

Ongoing academic **publishing activity** with a focus on interdisciplinary fields connected to social sciences and cultural studies (animation, visual studies, youth cultures and fandoms).

EDUCATION

Doctor in Communication Sciences, University of Bucharest, 2013- January 2017 (*summa cum laude*)

Master of Arts, Communications and Public Relations, University of Bucharest, Romania 2012 – 2013, with one year in **Research Media Studies** at the University of Amsterdam, The Netherlands, 2011-2012;

PROFESSIONAL EXPERIENCE

Content Strategist & Research Consultant

messBusters.org, 2018 – present

- Thoroughly drafted and executed research plans, content audits and redesigned editorial plans in accordance to a rapid, agile environment.
- Managed, planned and executed content strategies and copywriting / creative concepts for in-house purposes (owned startups like <https://www.pluginpaid.com/> or <https://spacefind.ro/>) and specific clients on demand (tech, legal, pharma etc.).
- Successfully coordinated with web designers and photographers in order to create full branding concepts.

Content Marketing Manager & Research Consultant

Visionary Business Consultants/CreativeMarker.ro, 2013 – present

- Managed content strategies, implemented various tactics, wrote and produced social media and email marketing campaigns for 20+ entrepreneurs and small businesses in various industries (tech, big data, food, psychology and coaching, HR, health & pharma etc.), while coordinating various professionals if needed (designers, photographers etc.)
- Co-created and implemented long research & evaluation processes involving Lessons Learned and Most Significant Change frameworks for educational nonprofits (consultant and facilitator for [New Horizons Foundation](#) and [FFCR](#) 2018-present)
- Successfully designed and implemented a creative campaign for promoting service learning as a form of education in Romania, together with New Horizons Foundation (May 2018 - present).
- Thoroughly co-authored [a study on individual giving in Romania](#), Serbia and The Czech Republic, using the Most Significant Change framework for understanding the motivations and challenges of organizations and persons. Based on a PACT Foundation & Global Fund for Community Foundations research grant (August - November 2016)
- Managed to gain needed insights on participatory education methods like forum theatre, photo voice and

Bachelor of Arts, Communications and Public Relations, University of Bucharest, Bucharest, Romania, 2006 – 2009;

PROFFESIONAL DEVELOPMENT

Creative writing, screen writing and storytelling / narrative journalism, online marketing, content marketing, lean startup, data science classes, 2009-2019 at Calea Victoriei Foundation, Incubator107, Coursera, Udemy and FutureLearn;

Most Significant Change – a monitoring and evaluation tool, June 2015;

Train the Trainers, National Council for the Professional Development of Adults, 2009 - certification national trainer.

LANGUAGES

Romanian – native, English – advanced, French – intermediate

COMPUTER SKILLS

Microsoft Office (Excel, Word, Power Point), SPSS (basic), Salesforce (basic), Wordpress, Mailchimp, Google Analytics, Canva design, Photoshop (basic), social media management tools (Hootsuite/Buffer), project management & team management tools (Asana, Trello, Slack, Notion etc.)

HOBBIES

Reading and writing fiction, new tech, cinematography, Japanese animation and manga, video essays, cultural philosophies and learning about youth trends.

REFERENCES

Ioana Traistă, Communications Manager EVPA, traistaioana@gmail.com ;

Ruxandra Sasu, Senior Program Officer Romanian American Foundation, ruxandra.sasu@gmail.com ;

Prof. Dr. Mirela Murgescu, History Department Director, University of Bucharest, mirela.murgescu@g.unibuc.ro

living library, within a team of social scientists, for ART Fusion, a Romanian organization focusing on education and social inclusion for marginalized teens and groups (2014-2016). Conducted in-depth interviews and focus-groups with teenagers, educators and marginalized groups.

- Managed a communications audit for two Europe Direct Centers in public libraries in the South of Romania, an area with educational and social access issues (2017).

Lecturer Calea Victoriei Foundation, 2015 – present

- Successfully developed and implemented +10 lectures and summer schools from the theoretical (Introduction to Japanese Culture, Introduction to Japanese Animation, Anime Stories and Myths) to the practical (Creative writing, Blogging and writing for the online environment);

Communications and Fundraising Specialist

PACT Foundation, Bucharest, Oct. 2012 - April 2013 / 2013-2014 / May 2015 - Jan. 2016

- Strategically developed and implemented communications directions for the organization together with the Communication and FR Manager.
- Raised visibility exponentially with creative digital content and social media tactics.
- Thorough communications coordination of special projects in RuralNet, a network on rural development and community development with a focus on agriculture / small local producers etc.
- Team player with a keen attention to details in co-managing +10 small and big fundraising and media events.
- Engaged various media players (journalists, bloggers) in PACT's larger community of supporters and endorsers.
- Offered strategic insight for communication to +10 rural communities in PACT's network.
- Insightful Research & Communications Consultant for *ICUD - Internet: Creatively Unveiling Discrimination*, identifying hidden forms of Discrimination on the Internet, especially in the case of disadvantaged teens, and provide practical tools to combat it (Romania, UK, Italy, Belgium and Spain). <http://digitaldiscrimination.eu/ro/>
- Successfully coordinated and delivered various communications materials (special brochures, posters, videos etc.)

VOLUNTEERING

- Volunteer for 8 Hours overtime for a good cause 2017 (<https://bucuresti.8-i.ro/>)
- Communications Officer GRASP (www.mygrasp.org), Global Romanian Society of Young Professionals: 2011- 2012;
- Volunteer PRIME Romania, European Association of Communication and Public Relations Students (www.prime-romania.ro): 2007-2009;