

Contact

www.linkedin.com/in/ancanicoletaalexandrescu
(LinkedIn)

Top Skills

Public Relations
Public Affairs
Integrated Marketing
Communications Planning

Languages

English (Professional Working)
French (Limited Working)
Romanian (Native or Bilingual)

Anca Alexandrescu

INTEGRATED COMMUNICATIONS | PUBLIC RELATIONS |
PUBLIC AFFAIRS
Bucharest, Bucharest, Romania

Summary

Senior PR, PA and Communications professional with a track record of successfully completed assignments both in the corporate environment and in the public sector;

Enthusiastic mission and cause-driven initiative taker with the astuteness, commitment and passionate drive to make things happen;

Rich and diverse professional experience, well-connected to mass media influencers and key opinion leaders, reliable network in government affairs and public administration;

Journalistic education and family roots, doubled by a Law degree and post-university Communication studies.

Experience

Camera Deputatilor
Counselor
August 2017 - Present (8 years 5 months)

Rompetrol (KMG International)
Group PR Director
July 2016 - June 2017 (1 year)
Bucharest, Romania

Assignment Context & Role Purpose:

(Re)Start the PR function in the organization | Strategic repositioning of the PR department as support for HR (Employer Branding), Internal Communications, Marketing and, implicitly, shops / retail | Empowerment of Media Relations | Switching to direct press relations vs. relationship through agencies | Creating a vivid presence of the Group throughout Social Media channels | Commercial PR (switch from advertorials to the own design of positive story-telling content)

Initiatives, Key Areas of Contribution and Relevant Accomplishments in:

- Company Reputation, National Identity, Corporate Communication, Employee Engagement, Internal Communication, Employer Branding
- Crisis Management
- Health & Safety, QHSE, Contribution to National Health and Wellbeing
- Marketing Support, Commercial PR, Customer Engagement, Brand & Product Communication

IOR

Member of Supervisory Board

2015 - 2016 (1 year)

Bucharest, Romania

IOR (Romanian Optical Enterprise) is a major optics company established in 1936 in Bucharest, Romania. IOR produces military and civilian grade optics and associated equipment for export and domestic production. Since its founding, IOR has produced military (including scopes, binoculars, range finders) and civilian grade optics (microscopes, medical lenses, glass lenses) and associated equipment (still cameras and camera lenses, cinema projectors, dental units). Since the 1980s, the company engaged in optical electronics, lasers, metrology, and thermal vision.

Main Contributions & Principal Achievements:

Relocation of IOR & reconstruction of the factory from scratch (sales of IORs central location and transfer of production) | Initiation of partnerships with schools for apprenticeship

Fondul Roman de Contragarantare

Member of the Board

2015 - 2016 (1 year)

Bucharest, Romania

Founded in 2010, the Romanian Counter-guarantee Fund ensures increasing confidence of banks and other categories of lenders in the solidity and solvency of the guarantee funds and general financial market in the development of the SME sector and business environment, with direct implications on job preservation, increased production and services, absorption of EU funds, mitigation and elimination of the effects of the crisis and the resumption of economic growth.

Assignment Contents:

Mass media communication

CN ROMARM SA
President of the Board
2015 - 2016 (1 year)
Bucharest, Romania

The National Company ROMARM was set-up in 2000 by the union of the most important factories from Romanian Defense Industries and is the largest supplier for military equipment, ammunition and maintenance services in Romania. The National Company ROMARM is the main Romanian supplier for defense technique and services and is well known all over the world, representing a constant presence on over 50 markets in countries from Europe, North America, South America, Asia and Africa. ROMARM is a modern holding structure with 100% Romanian state own capital, under the authority of Ministry of Economy, Commerce and Business Relations.

Initiatives & Main Achievements:

Restart of the Powder Factory in Fagaras (environmental reauthorization) | Decision to hold the management meetings at the factory locations | Thorough analysis of real estate situations | Proposal to start the 8x8 armored vehicle production in Romania

Guvernul României
State Secretary
2012 - 2015 (3 years)
Bucharest, Romania

Job Scope:

Communication of the Prime Minister Office | Press Office & Press Relations | Communication of Ministers (projects, programs, actions, visits, press agencies)

Major initiatives & accomplishments:

- Transferring the Winter Commandment from the City Hall to the Government
- Crisis management – joint coordination with Secretary of State Raed Arafat of the rescue & relief efforts and communication during the major June 2013 Romanian bus accident in Montenegro
- Presentation of the Fiscal Code
- Initiative to enable live broadcasts at the beginning of each Government Meeting (including the main messages to the public)
- Initiative to unfold the tricolor flag on the Government's building for the National Day of Romania

- Organizing the Government's Doors Open Days (including the Doors Open Day for children and transforming the government's green space in a play yard experience)
- Organizing main official incoming and out-going state visits
- Internal communication in the Government and Government's communication with the Municipal Hall
- Contribution to the approval of a drug for rare epilepsy forms on the list of compensated drugs approved by the National House of Health Insurance
- | Coloring the Government building in purple as a sign of solidarity during the International Epilepsy Day
- | Initiative to register epileptic patients on the national 112 Emergency Call Number, for the ambulances to be dispatched with intensive therapy equipment

Primaria Municipiului Bucuresti

Counselor

2009 - 2011 (2 years)

Bucharest, Romania

Job Contents:

Communication of the Municipal Hall of Bucharest | Press Office & Press Relations | Strategic Communication

Initiatives & related accomplishments:

- Founding the Winter Commandment and organizing field visits
- Opening event of the "Basarab" Overpass
- Organizing the first Christmas Markets in Bucharest
- Initiating the Doors Open Day of "Arena Nationala", the national stadium of Romania, before its official inauguration
- Initiating the joint Meetings with the individual Bucharest Sector Halls
- Contribution to the transportation and roads strategy of Bucharest and start of the works at passages
- Positive contribution to sensitive topics (e.g. parking stations, subventions for central heating, stray dogs, etc.)
- Contribution to the administration of Bucharest hospitals managed by the Municipal Hall | Opening of the Dr. Victor Gomoiu Hospital | initiative to open the first social polyclinics in Bucharest (e.g. partnership with Regina Maria Foundation)
- Recovery of the municipal sports club CSM Bucuresti
- Development of external relationships and organizing Mayor's first exchange visits abroad

Education

Master's degree, Political Science and Government · (2001 - 2002)

Scoala Nationala de Studii Politice si Administrative (SNSPA)

Master's degree, Radio, Television, and Digital Communication · (2001 - 2002)

Universitatea Ecologică din București

Bachelor's degree, Law · (1996 - 2002)

Facultatea de Comunicare si Relatii Publice

Postgraduates Studies, Communication and Media Studies · (1999 - 2001)

Scoala Superioara de Jurnalism

Bachelor's degree, Journalism · (1991 - 1995)