

I am Raluca,
Branding & Marketing Creative Strategist,
here to make you shine as Coach.



I know coaching first hand and I feel it coming from the love for people and from the passion to support their way up to their potential.

You, as a facilitator of meaningful change, need to talk to your people about the mix of talents & skills that drive you forward.

I can make you shine, so they do too.

How I do that.

I join your story so I can tell it to the people who matter to you.

I use strategic approach,
Creative Marketing Architecture and asking the right questions.

I hear you.
And I know what you mean.

Kind words.



"Working with Raluca is creating a partnership. She is a unique star in this world, bringing depth, researched based-approach, professionalism, humility and humanity.

– Ayelet Shrem, Coach



Meeting Raluca is a providential encounter. She is gentle, delicate, and at the same time determined, tenacious, complex and complete. Gently but firmly she holds our direction and gives me peace of mind that if she takes on a project, it's in good hands."

– Yolanda Crețescu, Psychotherapist

Why build your brand mindfully, as if it's your professional core?

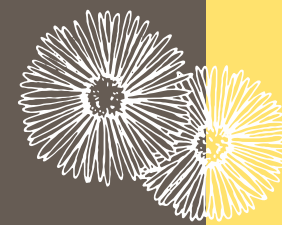
Because it is.

And it gets you in a waltz with your audience. When people dance their struggles, results and growth show up faster.

A brand well-built is a conversation starter that you and your coachee know how to hold because you both need it.

A brand sets the tone for a duet between two hearts, two minds, two beings who match.

Ultimately, your brand is the resonating chamber where your coachees see you as "the one who I want to hold my hand".



Knowing, owning who you are and telling it to the people you want to serve is a social contract able to drive a rewarding reciprocity.

It is also, a declaration of compassion and accountability in serving humanity.

So, you need to get it right because once you do, it lands you in the same room as the ones waiting for you to enter the door.



In touch

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More on my work

[here](#)

Outcomes from our work together

1

Be the product

2

Brand it

3

Wear it

Hacks we'll work with for a journey inward

- Understand the *what* behind the *who*
- Build your story. All over again
- Find what makes you stand out

- Go inside to find your Self
- Build the visual identity
- Design what you stand for. And why

- Build your integrated digital fingerprint
- Be ready for the right clients
- Show up

By the end of our journey, you'd have your distinctive branding fingerprint.

Investments & Timeframe

- up to 3 full months of co-work
- sliding scale fee, we decide together

What we'll do

- Market research analysis
 - competition, business environment, you in the mix, understanding data
- Design your DNA as a professional
- Positioning
- Emotional and strategic narrative
- Reasons to believe
 - why would people come to you?
- Personality of your brand
- Key messages
- Visual identity
- Advertising campaigns & materials
- Communication & Marketing strategy

Your branding kit

naming • logo • tagline • fonts • color scheme • signature graphic design & photography • promo materials • content strategy • communication • website • social media • content & planning prompts • PR & more.

Ready when you are.