



Hi,  
I am Raluca,  
a Creative Strategist for Conscious Brands and People.

Welcome to my world.

# what i do

- add value to visionary companies built on integrity, excellence and a strong sense of responsibility for their communities.
- identify the differentiator in businesses and I tell their story to the people they care about
- support, guide people in their self-inquiry and drive to move forward differently

# i bring the most value

## at the beginnings

brand building, public image development, business launch, goals setting, roadmapping, startups figuring things out, people coming together as teams

## in transitions

product delivery, rebranding, envision change, scenario design, career shifts, "nothing I tried worked, what else can I do?", mapping chaos to gain clarity

## at crossroads of domains

business strategy, agile, scrum, community building, social listening, economy, advertising, entertainment, employer branding, photography, creative writing, marketing, psychology, counselling, systemic coaching, serendipity

# i have a 23year background

of supporting the uplifting of brands in domains with impact on all levels of the society

retail

journalism

IT & technology

entertainment

social services

creative industries

medical innovation

digital & VR development

luxury HORECA, wellness, artisanal food

education and dual learning

psychology, psychotherapy, coaching

speakers coaching and lineup curator

offline and online commerce

ESG and sustainability

culture and lifestyle

digital banking

manufacturing

civic activism

real estate

fashion

legal



# Marketing • Advertising • Strategy for multiple and various industries

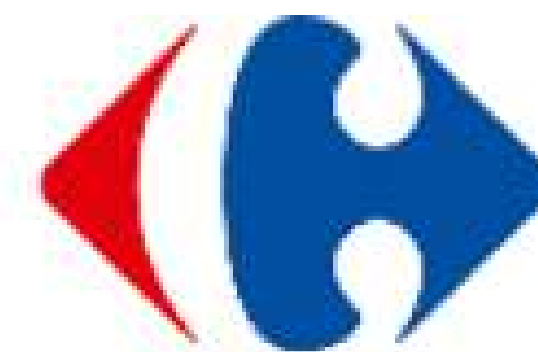
Head of Marketing  
Outsourced Consultant

Develop complex go-to-market  
strategies and deploy them on a  
national and regional level

Grow public awareness

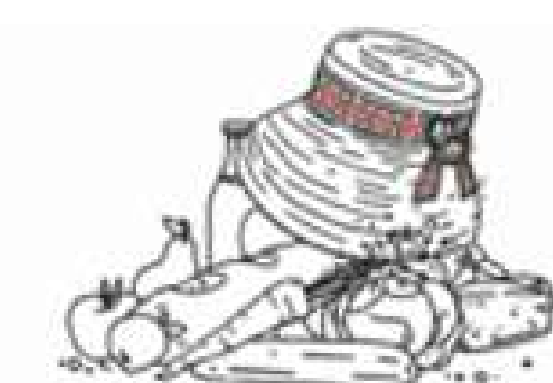
Develop private-label brands

Run the operational Marketing



Carrefour

Athénée Palace  
Hilton  
BUCHAREST



BUN, DIN ROMANIA!



atasagon



# Speakers Coach • Content Creator for large scale international events

Scouting, and curation of  
lineups with local, regional and  
international speakers

Integrated communication with  
all guests and speakers

Create event-related and  
business content for massive  
audiences

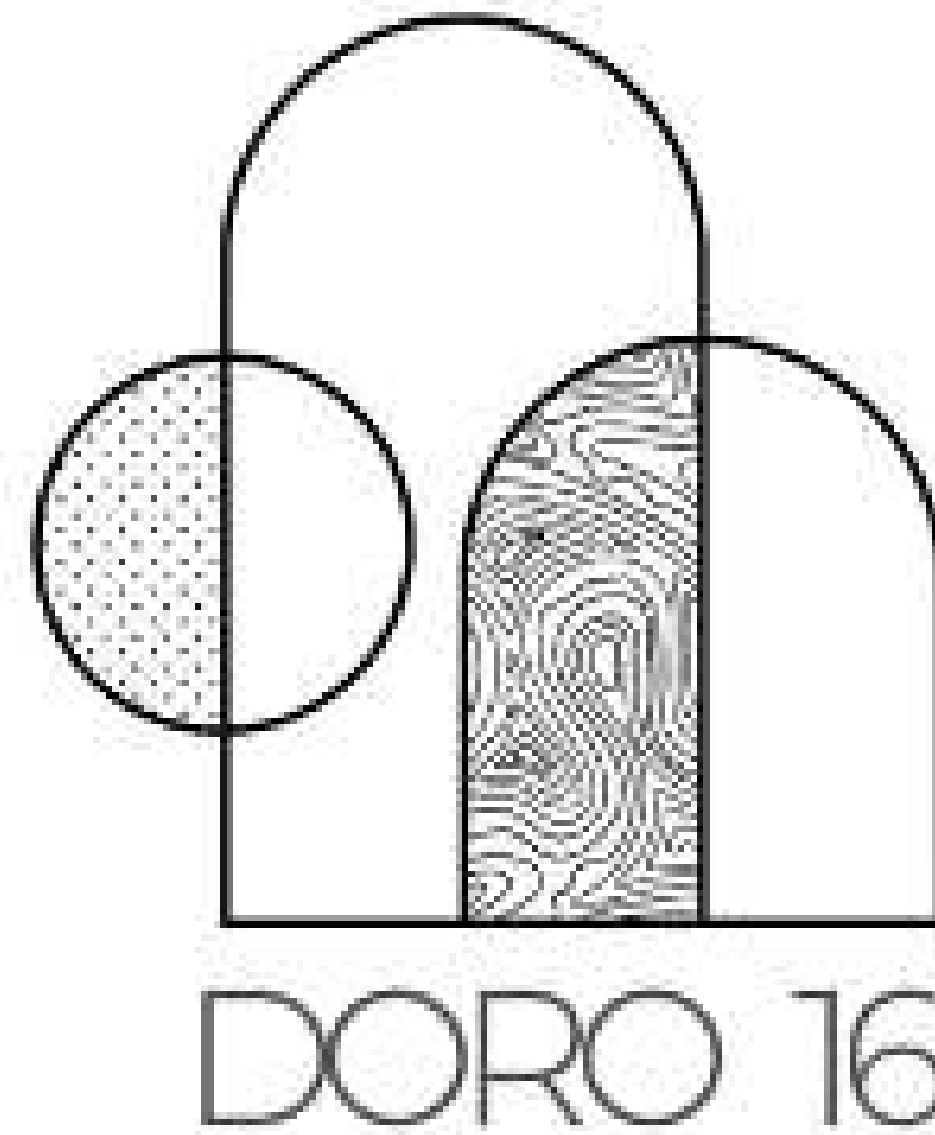
Panel moderator



# Identity Architect • Web strategist

Brand identity crafting and building

Web design



YOLANDA  
CREȚESCU



# Branding content creator, ecosystem developer & storyteller

Brand development through  
storytelling and content writing

For me, the persons in front of me  
are always *the brief*.  
Because they're alive.



# Creative Writer • Published Author in service of culture & people

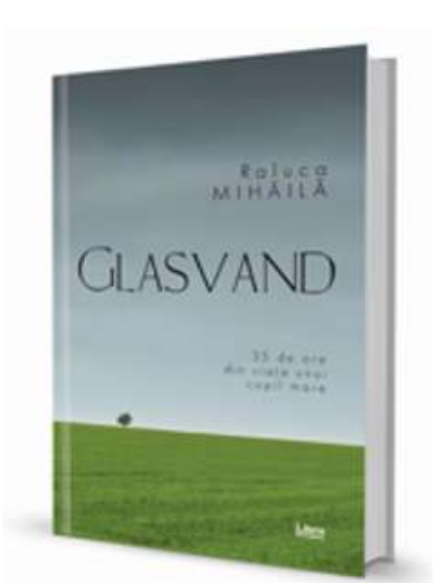
Write extensive materials about  
great Romanians everywhere.

Published author

Writer on mental wellness, spiritual  
longevity, high-potential people,  
dystopian worlds, ways in which to  
live a better life, and group  
psychology.



**VIATA MEDICALA**





# i proved & improve acumen in

## **business strategy** (+20 yrs)

- market listen, envision, design, test, add value, adjust, repeat
  - Business Development, M&A, Business Owner, Entrepreneur
    - MBA, BaS in Economics, VUCA

## **marketing & creative communication** (+15 yrs)

- empathise, understand, expand, create, innovate, social listen
  - Communication Consultant, Marketing Director, Marketing Manager, Creative Writer
    - Behavioural Economics and Psychology in Marketing

## **psychology & coaching at depth** (+10 yrs)

- look, see and understand myself, others, systems and dynamics on all levels; lead
  - Team Lead (HOD), Mentor, Speaker Coach, Leadership Coach (in training)
    - EMCC Coach & Mentor, Mediator, Phototherapist, MA in Psychosynthesis  
Psychology & Leadership Coaching (training & Thesis writing)

## **product ownership / project management** (+11 yrs)

- intrapreneurial and entrepreneurial mindset, goals setting, deployment for results
  - Loyalty & CRM, brands building & launching, TEDx events, web projects
    - PSPO 1, Design Thinking, Lean 6σ, MA in Management of International projects

# how my work lands

"Raluca is a person with a very versatile profile and a lot of human and professional delicacy. She grows brands, people, and dreams, supporting us from sitting to standing".

*Dora Surugiu-Kocsolade  
Co-founder DORO 16, New Project  
Architect @ BISM, former  
Maastricht School of Management*

"Meeting Raluca is a providential encounter.

She is gentle, delicate, and at the same time determined, tenacious, complex and complete.

DepreHUB had been held by her from the beginning and over time her critical eye brought laser focus on what this organisation needs. Gently but firmly she holds our direction, imposes the action, and gives me peace of mind that if she takes on a project, it's in good hands."

*Yolanda Cretescu  
Founder and owner DepreHUB*

"Every meeting with Raluca is an encounter with a sublime mind. Through the questions she asks, through the answers she contemplates, she elevates everything into a long-lasting transformative journey. She is a "discoverer of the marvels of everyday life", a deep analytical mind with an infinite passion for projects that shape our world meaningfully".

*Ioana Mischie  
Transmedia Artist and Futurist  
Founder Storyscapes*

# how my clients receive what i do

"Working with Raluca is creating a partnership. She is a unique star in this world, bringing depth, researched based-approach, professionalism, humility and humanity. She partnered with me and identified my core essence to create a marketing strategy that isn't selling me, but representing me. From the greater understanding of the market to the smallest details of the logo and branding - all unique, personal, and voicing my strengths."

*Ayelet Shrem  
Professional Coach for  
international talent in transition*

"Raluca is honest, dependable, incredibly hard-working, knowledgeable, experienced and constantly creative. Apart from the undeniable talent, Raluca had always been an absolute joy to work with. She is a true team player and always manages to foster positive discussions and bring the best out of her colleagues."

*Christine Schillings  
CEO, Windsedswiss*

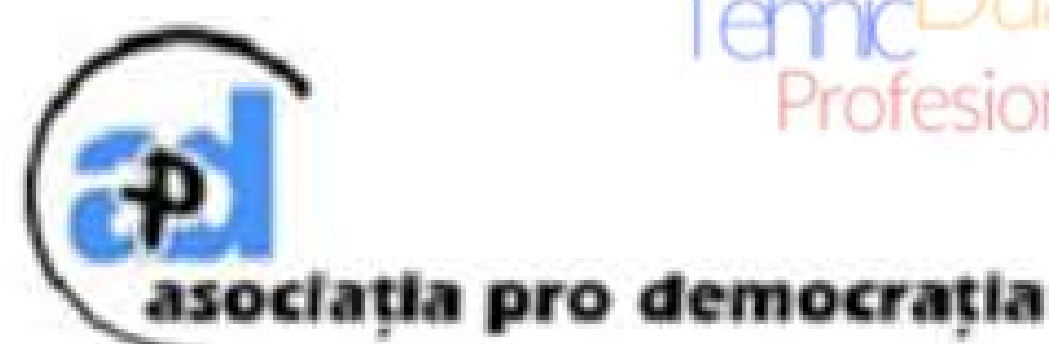
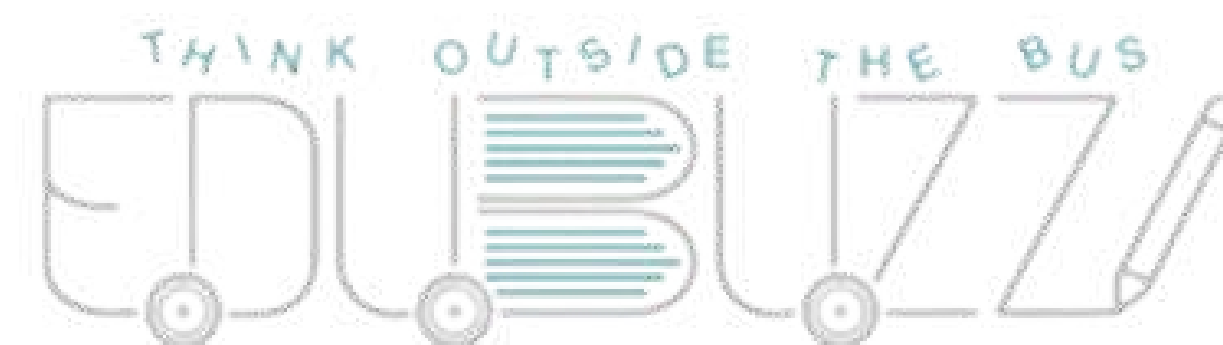
"A big thank you for your work with me. It was unexpected, almost therapeutic, some things blew my mind and allowed me to think more about myself. I love the process you brought me through."

*Dace,  
Senior Professional in  
the Pharma industry*



# volunteering

my space of solidarity



HUMANS OF  
BRAȘOV



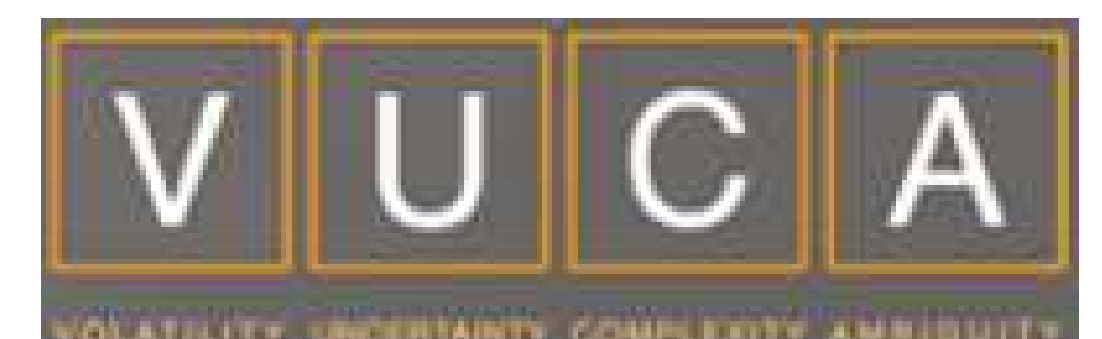
# communities

of professional bodies, education alumni and soul making that I belong to





# i learn multidisciplinary





# Eastern European working internationally

if you think we can work together,  
I'd be glad to explore possibilities.

[ralucamihaila.com](http://ralucamihaila.com)

[raluca\[at\]utopicbrain.ro](mailto:raluca[at]utopicbrain.ro)

+40 728 886 742

EET timezone

