



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

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
- I walk on the edges of various domains which I intertwine innovatively

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

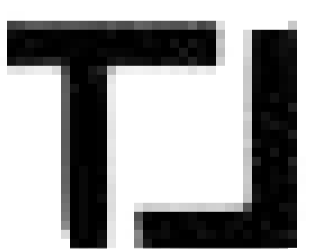
product delivery, rebranding, envision change, scenario design, career shifts, "nothing I tried worked, what else can I do?", mapping chaos to gain clarity

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 +20year background

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



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

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

psychology & coaching (+10 yrs)

- look, see and understand myself, others, systems and dynamics on all levels; lead
 - Team Lead (HOD), Mentor, Speaker Coach, Counsellor in training under supervision
 - Mediator, Phototherapy, Gestalt, ongoing: MA in Psychology, Counselling

the industries i am familiar with

IT

retail

journalism

technology

entertainment

social services

creative industries

medical innovation

digital & VR development

HORECA and artisanal food

education and dual learning

psychology, psychotherapy, coaching

luxury hospitality, spa and leisure facilities

speakers coaching and lineup curator

offline and online commerce

ESG and sustainability

culture and lifestyle

digital banking

manufacturing

civic activism

real estate

fashion

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*

"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."

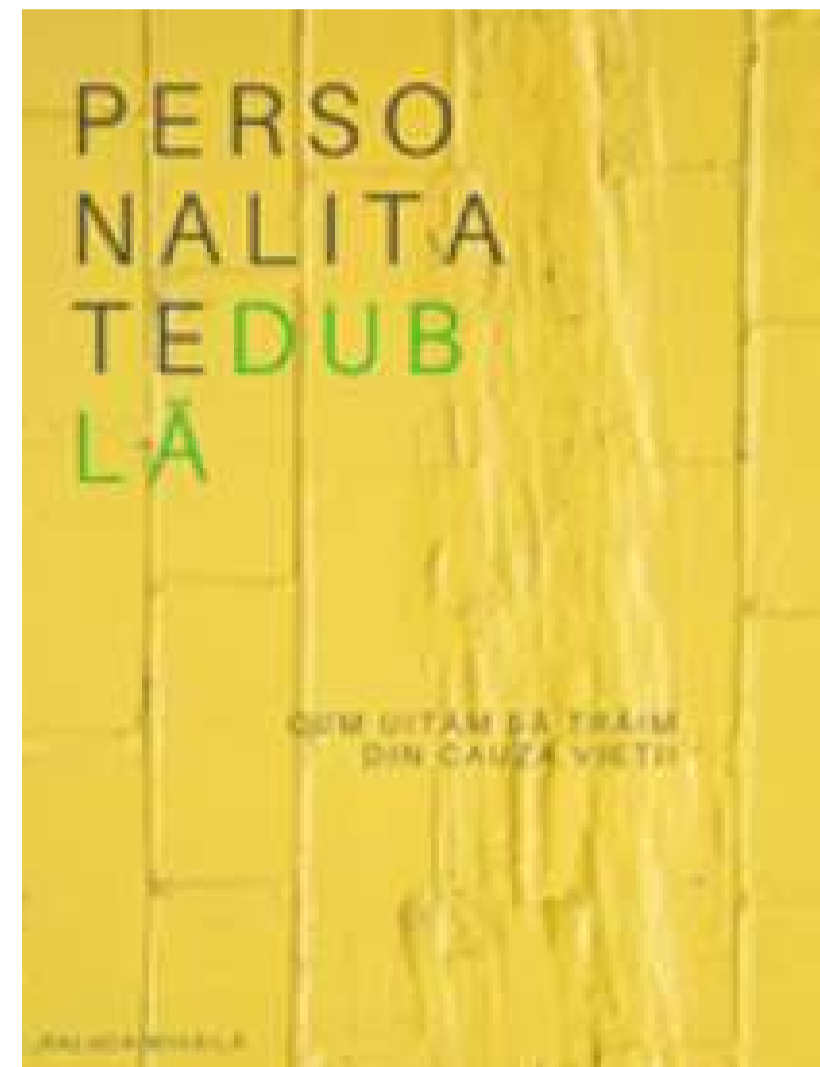
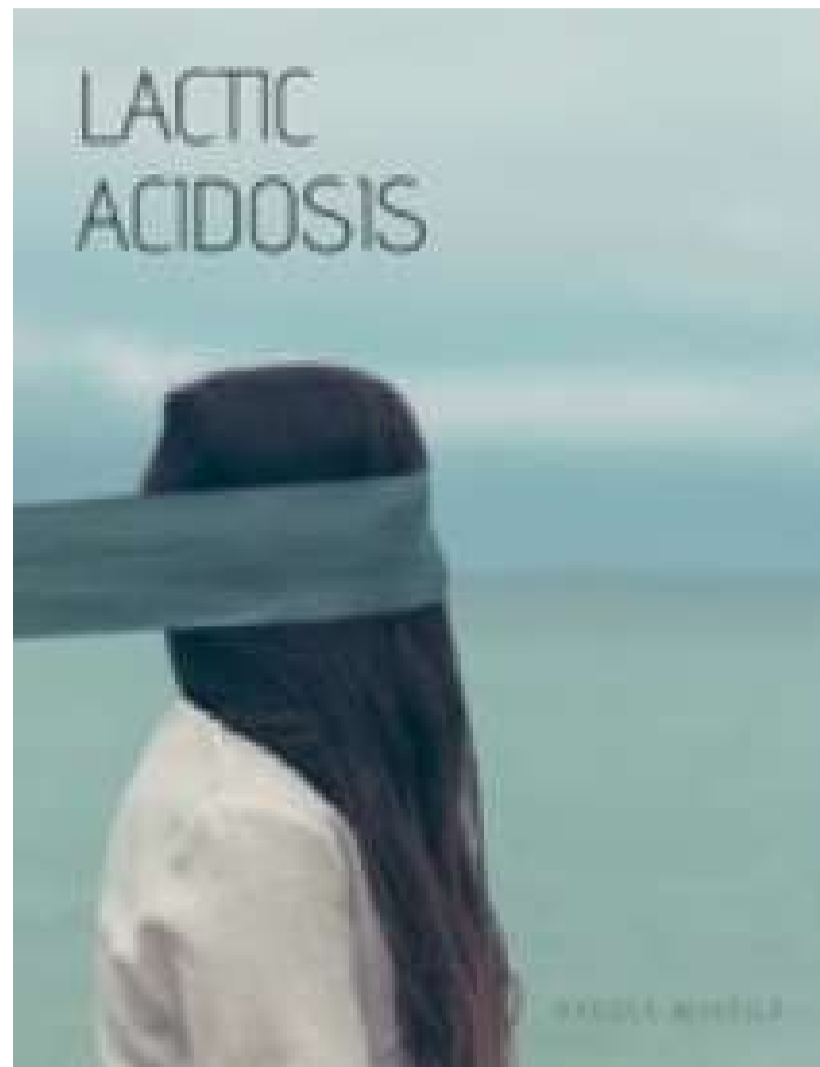
*Dace,
Senior Professional in
the Pharma industry*

"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*

special areas of my life

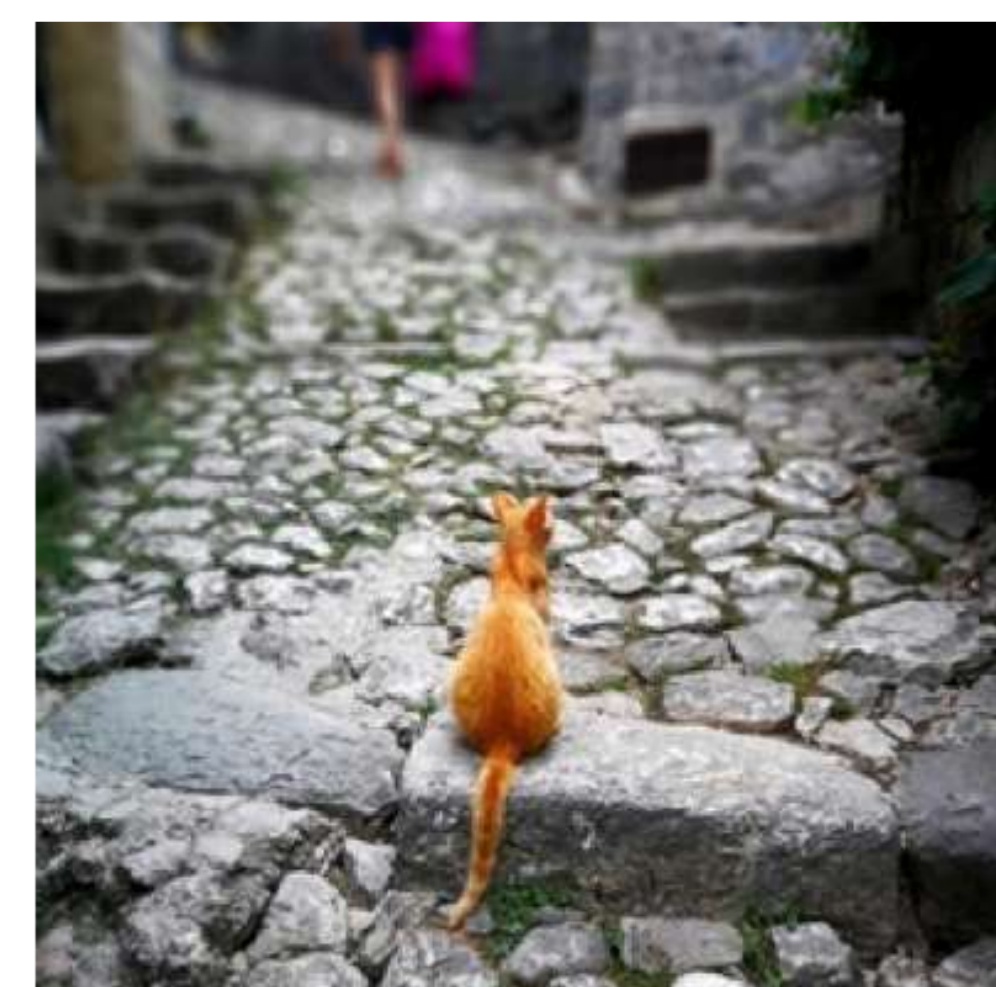
creative writing



Elita României



photography



milestones in my work



leadership coaching

building a practice as a coach is a current focus, as i can uniquely marry creative business strategy with psychology for people in transition with their lives and businesses.



product owner & project manager - web development projects

design, copywriting, content writing, UX, and UI are the common denominators for my continuous work in website development for businesses in HR, SPA & luxury hospitality, concept design, coaching, Marketing, literature, cinematography, social services, photography, psychotherapy, artisanal food.

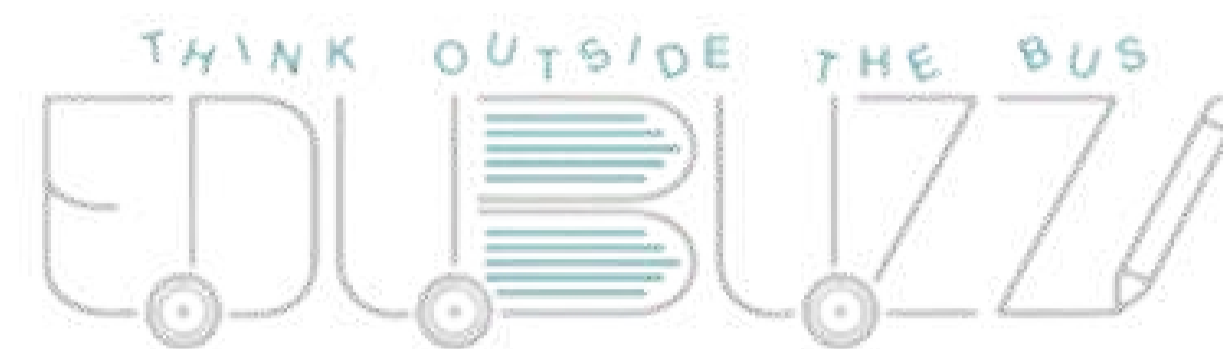


events curator

as speakers coach • content curator • relationship builder • speakers communicator • content writer, I put together full lineups, innovative content and built niche agendas for events that matter.

volunteering

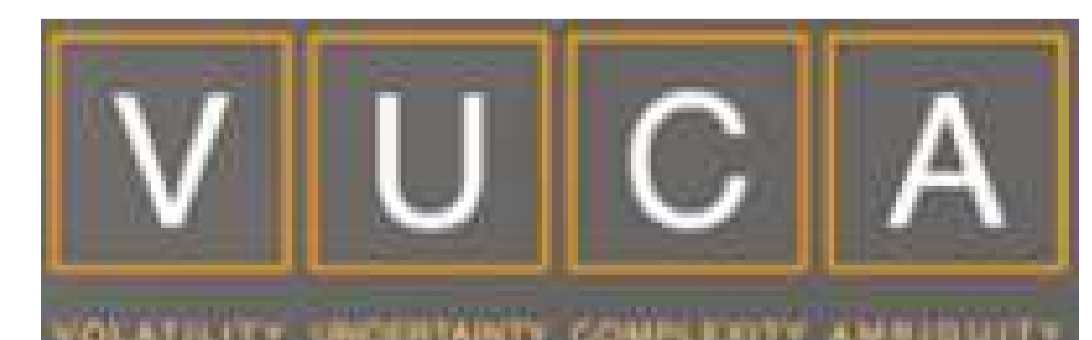
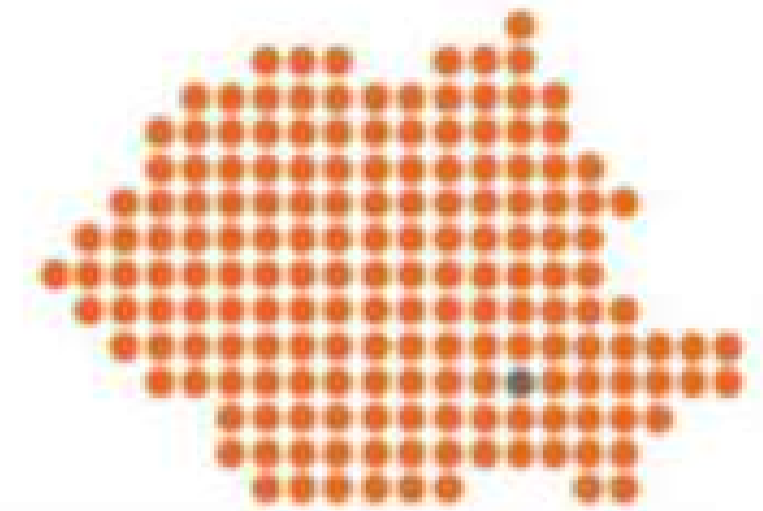
a space of solidarity



FUNDAȚIA
COMUNITARĂ
ORADEA



i like to learn multidisciplinary



Eastern European working internationally

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

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EET timezone

