

RALUCA MIHAILĂ

design@utopicbrain.ro | +40 728 886 742

WORK PHILOSOPHY

Always wear a smile

Expect the best, prepare for the worst

Try, fail, get up, learn, adjust, start over

Fairness beats profit. Resources beat results

A shake of hands is stronger than any contract

Challenge patterns & clichés through borderless creativity

PROFESSIONAL SKILLS

360° Marketing

Complex Loyalty Programs strategist

Managerial and Organizational Knowledge

Dispute and Conflict Resolution

Employer branding

Negotiation, Purchase, Sales

+ 16 YEARS OF WORK EXPERIENCE

MANAGING OWNER

UTOPIC BRAIN - Marketing & Creative Boutique | since 2018

Shape ideas through advertising, branding, marketing strategies, creative writing & many more | utopicbrain.com

RALUCA MIHAILA PHOTOGRAPHY

storytelling through images | ralucamihaila.ro

RALUCA MIHAILA STORIES

storytelling about everything | ralucamihailastories.blogspot.com

CONTRIBUTOR

HR Manager & Cariere magazines - writing on contemporary topics

OZB - lifestyle, society and culture



MARKETING DIRECTOR

ANA HOTELS | 2017 - 2018

Run the Marketing, PR & Communication for luxury hospitality, SPA & wellness activities from: Bucharest (Athenée Palace Hilton 5*, Crowne Plaza 4*), Poiana Brasov (Sport 4*, Bradul 4*, Poiana 3*), Eforie Nord (Europa 4*)

ANA TOWER OFFICES | 2017 - 2018

Run the Marketing, PR & Communication for an ambitious real estate & lifestyle project in northern Bucharest

CARREFOUR Group, Supermarkets division Romania | 2016 - 2017

Build a new supermarkets strategy, manage the marketing activities for the +250 local stores, coordinate the national Loyalty program and the rebranding from Billa to Carrefour.

REWE Group; BILLA Romania | 2012 - 2016

Market the 86 local stores, run the national loyalty program, manage the PR and 360° communication of the company. I optimized processes, launched the best and most awarded loyalty program in the market, built tactical programs, launched and promoted a local private label, provided support and consultancy to the Board.

SALES & DEVELOPMENT DIRECTOR

Various companies | 2004 - 2012

Managerial positions in Sales, Business development, New buying & deployment via all format retailers and online marketplace of + 4.400 SKUs from + 26 suppliers (USA, EU, India, China & Romania). Owned a bio food store.

EDUCATION

EXECUTIVE MBA

Maastricht School of Management
2015-2017

MEDIATOR

Settler of conflicts through mutual settlement
Uzamint | 2015

MASTER OF SCIENCE, PROJECT MANAGEMENT

The Academy of Economic Studies
2006-2008

BACHELOR, ECONOMICS

The Academy of Economic Studies
2002-2006

3 INTERNATIONAL SUMMER SCHOOLS, ECONOMICS

Vienna (2005), Prague (2006), Split (2008)

ALTERNATIVE EDUCATION & RESEARCH

3 PUBLISHED BOOKS

Mindful.less - the corporate mindset that dismisses affordable talents.

Sp.lit Personality - how life gets in the way of living

French glass - 34 hours of a grown child's life

3 PUBLISHED ACADEMIC PAPERS on:

Introverts' specificities within professional working environments

Economics of crisis & crisis of Economics

Pressure groups, interest groups & Lobby strategies

LEAN Six Sigma - Green Belt

VUCA - leading contexts of Volatility, Uncertainty, Complexity, Ambiguity

Effectuation - think, act and behave within an entrepreneurial mindset

Emergenetics, Hogan - understanding human typologies

Face reading - matching physiognomies with personalities & behaviour

Voluntary experience (NGO affiliated)