



ALEXANDRA ANTONESCU

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SUMMARY

Communications and project manager with 8+ years of experience with increasing levels of responsibility. Successfully managed up to 19 people and budgets ranging from 10k to 750k. Experienced in owning all stages of project lifecycle from inception through monitoring and closing to deliver successful projects on time and on budget.

SKILLS

COMMUNICATION

- Strategic communication
- Knowledge of the European scene
- Digital communications strategies and campaigns

ORGANISATIONAL/MANAGERIAL

- Project management (planning, problem-solving, scheduling, prioritization, coaching)
- Budgeting
- Reporting

SOFT SKILLS

- Team player
- Results-driven mentality
- Creativity

DIGITAL SKILLS

- Microsoft Office tools - MS Project, Teams, SharePoint, Outlook, OneDrive, Excel, Word
- Google environment (Google Apps, Google Drive)
- Adobe Creative Suite: Photoshop, InDesign, Illustrator
- Social media and website marketing tools: Hootsuite, Google Analytics, Google AdWords
- Email marketing software: MailChimp, Constant Contact, Campaign Commander
- Content management systems: Wordpress, Joomla, Typo3

EXPERIENCE

Project Manager, 06/2018 - Current

Tipik Communication Agency SA, Bruxelles, Belgium

- Created clear technical and financial offers which ensured alignment between client expectation and Tipik's business targets
- Designed successful project plans covering objectives, resources and staffing to meet schedules and expectations
- Built strong relationships with institutional clients (European Commission, European External Action Service, Eurojust, European Central Bank) and with business clients (Huawei)
- Ensured strategic implementation of digital tools (LinkedIn, Instagram, Facebook, Twitter, SEA, GDN, web) which lead to reaching client's objectives through successful campaigns (high ROI) and web products (e.g., Huawei Europe website)
- Problem-solving project challenges and implementing lessons learned. For instance, I developed a community management process that saved costs and generated new business.
- Monitoring and optimizing budget, and allocation of resources, which lead to achieving and sometimes exceeding project target margins.
- Achieved project objectives by liaising with team members, subcontractors and clients to ensure smooth workflows and effective communication. Profiles managed: video producers, graphic designers, motion graphic designer, translators, social media experts, web developers, journalists, social media

- strategists/managers, illustrators, SEO expert, communication trainer, Instagram filter developers, influencer agency.
- Implementing quality assurance and risk management, which lead to quality services and client satisfaction while mitigating risks.
- Created clear project technical and financial reports (inception/intermediate/final) which helped the client see the progress made and where resources could be re-allocated.
- Reviewed technical campaign reports and revised them as needed to fit the information needs of the client.
- Supported the tendering team with calls for proposals
- For instance, the tender submitted for DG COMM received the highest quality score.

Communications Manager, 05/2015 - 06/2018

European Students, Bruxelles, Belgium

- Created and implemented the organisation's communications and PR strategy which lead to an increase of website traffic and online visibility.
- Optimised communications budget to afford a website redesign. Then, led the website redesign, from the creative process to implementation and quality assurance
- Created and implemented dissemination strategies for EU-funded projects (Erasmus+, Horizon2020)
- Represented ESU at events, workshops and project meetings
- Managed and mentored communication intern
- Increased the NGO visibility and engagement across channels: social media, websites, newsletter
- Wrote effective PR materials that landed in press articles published on EU and international media, created media partnerships (Politico)
- Coordinated design and printing of project publications on time and on budget
- Designed promotional materials, including proofreading, compiled the Activity Reports
- Headed the transition to Google Apps, providing on-going technical support to staff and members
- Increased visibility through targeted ads (e.g Google AdWords, Facebook Ads)

Events Manager, 01/2013 - 12/2015

Public Policy Exchange, Bruxelles, Belgium

- Brought together professionals from EU institutions, OECD, WHO, CoE, Europol etc and civil society, business and academia through high-level capacity-building events, generating revenue for the organisation.
- Researched policy initiatives and updates on topics such as ICT, human rights, education and energy policy
- Recruited, trained and managed 2 interns
- Headed market research activities
- Ensured company profitability by working with accounts departments, venues and suppliers, on contract negotiation, payment queries, invoices and event budgets

Online Marketing and Communications Intern, 01/2012 - 07/2013

European Travel Commission, Bruxelles, Belgium

Communications Intern, 01/2012 - 01/2012

Alliance for Rural Electrification, Bruxelles, Belgium

EDUCATION AND TRAINING

Prince 2, 01/2022

Prince 2 Foundation And Practitioner

Benny Gommers, *Digital Strategy Director*, *Tipik*, 11/2021

Content strategy and SEO techniques - 3/06
Introduction in data analytics - 8/04
Communication trends- 11/03
Introduction in UX services and tools -25/02

Wim Luykx (CEFORA), 12/2020

Gérer De Manière Professionnelle Les Clients Insatisfaits

Caroline Carpentier, Founding Partner, REF LEX Boutique Law Firm, 11/2020

Propriété intellectuelle dans les médias sociaux

PENTA, 01/2019

Négociation Avec Les Sous-traitants

PENTA, 01/2019

Project Management

Be Connect, 11/2018

What's new on social media platform

Vrije Universiteit Brussel, 07/2013

Master of Science: Communications: New Media and Society, Europe

InsatisfaitsEuroshortsTipik'sUniversiteitiron Policy

LANGUAGES

Romanian: First Language

English:

C1

Advanced

French:

C1

Advanced