

RALUCA MARȚIȘ

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SUMMARY

Seasoned marketing and communication consultant with 25+ years of experience supporting organizations and brands across business, culture, and the built environment. I help companies, foundations, and institutions define clear positioning and coherent communication strategies especially in complex or high-visibility contexts.

My expertise spans architecture, heritage, construction and cultural industries with a strong focus on aligning communication with business objectives, stakeholder expectations and public credibility.

After concluding a nine-year strategic collaboration with Pro Patrimonio Foundation and maintaining long-term strategic involvement with the Zeppelin architecture platform, I am focusing on developing new partnerships in strategic marketing and communication.

KEY AREAS OF EXPERTISE

Strategic Marketing & Communication ▪ Brand Positioning & Business Communication ▪ Public Relations & Stakeholder Management ▪ Integrated Fundraising & Sponsorship ▪ Event Strategy ▪ Project Management

PROFESSIONAL EXPERIENCE

2015 – present	AMAZE AGENCY - <i>Managing Partner</i>
2004 – present	ZEPPELIN - <i>Marketing & Business Development Director</i>
2017 – 2026	FUNDAȚIA PRO PATRIMONIO - <i>PR and Communication Director</i>
2024 – 2024	ORDINUL ARHITECȚILOR DIN ROMÂNIA – <i>Communication Officer</i>
1998 – 2004	MEDIA CONNECTIONS AGENCY by OGILVY & MATHER - <i>Key account</i>
1997 – 1998	PANASONIC ROMÂNIA - <i>Assistant manager</i>
1996 – 1997	INCERC-National Institute for Research and Development in Construction and Construction Economy - <i>Engineer</i>
1995 – 1996	FIABIL - <i>Engineer</i>

1. Business development, advertising and marketing - Zeppelin magazine (2004 - present)

Position: **Marketing & Business Development Director**

Responsibilities: Business development for the Zeppelin architecture platform (print magazine, online platform, events). Elevating the publication from a niche title to the leading architectural magazine in Romania. Responsible for customer relationship management, B2B strategies for attracting and retaining customers, partnerships, event organization (+130 projects), ensuring long-term business growth.

Examples:

Conferences: „Zeppelin Magazine launches” (2016-2025, Bucharest, +40 editions); „Cities of Tomorrow”, AHK (2014, 2015, Bucharest Crowne Plaza); „Zeppelin Nights” (2008-2015, Bucharest, 56 editions)

Complex projects: „Bucharest Architecture Biennale ”, competitions-exhibitions, award ceremonies of contemporary Romanian architecture, editions 2004, 2006, 2008, 2010; „Itinerary of the Architecture Biennale”, 8-10 cities, editions 2005, 2007, 2009, 2011; „Guided tours of industrial architecture”, editions 2012, 2014-2015, 2016; „Halele Carol”, industrial reconversion project, 2014-2015; Financing and organisation for various professional competitions (+15 contests).

Ongoing strategic involvement, project-based.

2. PP and Communication - Pro Patrimonio Foundation (2017 – 2026)

Position: **PR and Communication Director**

Responsibilities: Coordinate the integrated communication strategy for over 50 projects and events. Create editorial content for the foundation's newsletters, manage online communication on social media platforms, maintaining and updating the site CMS platform, creating an application for donations. Interdisciplinary collaboration on various projects.

Projects examples: National communication and PR for the Wooden Church of Ursi conservation project; Grand Prix winner and Public Choice Award winner at the European Heritage Awards / Europa Nostra Awards 2021; National communication, PR, fundraising for George Enescu' House in Mihăileni project of restoration and activation of the local community 2018 - 2025; National communication for heritage education projects dedicated to children from disadvantaged rural backgrounds with the support of the UiPath Foundation 2020-2025; Organization and fundraising for the Romanian Boyar Ball, Editions 2019, 2022; International donation campaigns: fundraising Urși Wooden Church 2019; Organization and communication for the Honest Goods design objects collection - NOEL fair, editions 2017, 2018 & RDW editions 2017, 2018, 2023.

Concluded a nine-year strategic collaboration after building and consolidating the foundation's national and international communication profile.

3. Communication Officer - Romanian Architects Order's competitions department (2024)

Position: **Communication Officer – project based**

Responsibilities: Institutional communication for two international design competitions: Colentina Lakes, Bucharest and Rulmentul, Brasov.

4. Clients portfolio - advertising agency Amaze Agency (2015 – present)

Position: **Managing Partner**

Responsibilities: Develops and coordinates marketing, communication and event projects for cultural clients such as Zeppelin, Pro Patrimonio Foundation, National Heritage Institute, business industry clients. Manages national and international conferences and events dedicated to heritage or architecture.

Examples:

National Institute of Heritage: National communication, PR, event management for the "European Heritage Conference: common experiences and regional particularities" in Sighișoara event within the Romanian Presidency of the Council of the European Union - Sighișoara, April 11-13, 2019

National Institute of Heritage: National communication, PR and event management for the european project "World Art Nouveau Day", editions 2017 and 2018 - Bucharest, Targu Mures, Constanta, Timisoara

National Institute of Heritage: Event management for "Industrial Heritage Conference" - Suceava, 2018; "National Institute of Heritage's annual session of scientific communications " and "Conference and debate on Digital Heritage"- Bucharest, 2018

Color Metal: Event concept, communication, event management for "Time no longer has patience with heritage buildings" conference - Cluj Napoca Art Museum, 2018 and for the conference "Architectural solutions made worldwide with the help of noble copper and zinc materials", Cervantes Institute, Bucharest, 2017, Nod Makerspace, Bucharest 2022, 2025

Holcim Romania: Concept, contracting, organization and event management for student contest "Prototype for community" - Bucharest, Cluj, Iasi 2017

4. Key account - Media Connections Agency by Ogilvy & Mather (1998 – 2004)

Position: **Key Account**

Responsibilities: Managed client relationships and advertising campaigns across print, TV, radio, and OOH media. Led briefs for creative and production teams and monitored campaign implementation. Clients included INA Center, BU and Spotlight.

STUDIES

2007 – 2009 *Master's Degree in Economics, Bucharest Academy of Economic Studies, Faculty of Commerce, Business specialization*

1991 – 1996 *Bachelor's Degree in Engineering, Technical University of Civil Engineering Bucharest, Faculty of Building Services*

ADDITIONAL FORMATION

2025 *Avânt în vânzări* by STUP, intensive sales course
2024-2025 Multiple communication courses and workshops organized by STUP for the entrepreneurial environment
2019 Social Media course, Dalles Go Bucharest
2017 Online advertising course, Marketeer Marketing Consultants Bucharest
2016 Integrated Marketing Communications: Advertising, Public Relations, Digital Marketing and more, IE Business School Madrid
2016 Community Journalism, Cardiff University
2015 Event planning and organization, Creative Business Management Bucharest
2007 Cultural management program & EU funding projects realization, Union of Architects of Romania

FOREIGN LANGUAGES English, C1 level, FIDES
German, intermediate level