

RALUCA MARȚIȘ

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PROFESSIONAL SUMMARY

Communication and project management professional with over two decades of experience in coordinating complex cultural, CSR and business initiatives. Proven ability to manage multidisciplinary stakeholders – NGOs, corporate partners, public institutions, media and local communities – while ensuring alignment between strategic objectives, budgets and measurable impact.

Extensive experience in social impact projects, national and international communication campaigns, fundraising and operational coordination within nonprofit and corporate environments. Strong track record in aligning strategic objectives with financial resources and ensuring accountable reporting to boards and institutional partners.

CORE COMPETENCIES

CSR & Social Impact Programs ▪ External Communication & Visibility ▪ Project & Operational Coordination ▪ Stakeholder & Board Reporting ▪ Impact Monitoring & Reporting ▪ Event Strategy & Implementation ▪ Fundraising & Sponsorship Management ▪ Multi-stakeholder Environment Management ▪ CMS & Digital Communication Platforms

PROFESSIONAL EXPERIENCE & SELECTED IMPACT PROJECTS

Pro Patrimonio Foundation PR & Communication Director | 2017 – 2026

- Coordinated integrated communication and visibility strategies for 50+ national and international heritage and social impact projects.
- Managed project budgets (up to 80,000 EUR per project), ensuring alignment between objectives, timelines and financial resources.
- Prepared narrative monitoring reports and impact updates for board members, donors and institutional partners.
- Drafted and managed sponsorship agreements, contracts, invoices and primary financial documentation in collaboration with financial teams.
- Led national and international fundraising campaigns, including corporate sponsorships and donation platforms.
- Coordinated a 5-year communication partnership with UiPath Foundation for heritage education programs dedicated to children from disadvantaged rural communities; in the most recent year, the project reached five rural communities and 125 children.
- Ensured ongoing communication alignment and international visibility in collaboration with Europa Nostra, contributing to the recognition of projects at European level (European Heritage Awards 2021).
- Coordinated multi-stakeholder environments: NGOs, public institutions, corporate sponsors, media, local communities and international cultural organizations.
- Oversaw CMS management, newsletters and social media strategy.

Zeppelin – Architecture Platform Marketing & Business Development Director | 2004 – present

- Led business development strategy for a leading architecture publication and event platform.
- Managed long-term B2B partnerships (20+ clients with over 10 years of collaboration).
- Coordinated over 130 conferences, launches and professional events.
- Developed sponsorship packages, negotiated contracts and ensured revenue continuity.
- Managed client relationship lifecycle and retention strategies.

Amaze Agency
Managing Partner | 2015 – present

- Developed and coordinated communication and event projects for cultural institutions and corporate clients.
- Managed national and international conferences dedicated to heritage and architecture.
- Led communication, event organization, budget management and reporting for the “European Heritage Conference: Common Experiences and Regional Particularities”, organized in Sighișoara within the framework of the Romanian Presidency of the Council of the European Union (2019), bringing together over 70 institutional and heritage professionals from across Europe.
- Coordinated stakeholder communication between public authorities, cultural organizations and media partners, ensuring consistent messaging, visibility and impact throughout the project lifecycle.
- Ensured financial monitoring, budget execution and post-event reporting in alignment with institutional requirements.

Romanian Order of Architects
Communication Officer – International Design Competitions | 2024 (project-based)

- Coordinated institutional communication for two international architecture competitions.
- Managed media communication and stakeholder alignment.

Media Connections (Ogilvy & Mather)
Key Account | 1998 – 2004

- Managed integrated advertising campaigns (print, TV, radio, OOH).
- Coordinated creative briefs, production teams and campaign implementation.
- Maintained direct client relationships and budget oversight.

EDUCATION

Master’s Degree in Economics (EQF level 7)
Bucharest Academy of Economic Studies

Engineering Diploma (5-year program, equivalent to Master – EQF level 7)
Technical University of Civil Engineering Bucharest

ADDITIONAL TRAINING

Integrated Marketing Communications – IE Business School Madrid
Community Journalism – Cardiff University
Sales & Communication Programs – STUP
Digital Marketing & Social Media Courses
EU funding projects realization, Union of Architects of Romania

LANGUAGES

Romanian – native
English – C1 (advanced)
German – intermediate (actively improving)

DIGITAL SKILLS

MS Office (advanced) | CRM platforms | CMS platforms - WordPress (content structuring, editorial management) | Canva | Generative AI tools | Google Analytics | Microsoft Teams

PROFESSIONAL PROFILE

Strategic thinker with strong analytical capacity and structured working style. Experienced in operating independently while aligning with institutional and international governance frameworks. Confident presenter and relationship builder with the ability to connect stakeholders across business, cultural and public sectors.

Clear and confident communicator with the ability to translate strategic objectives into engaging narratives that inspire stakeholder trust and active participation.

Trusted networker within various professional environments.

HOBBIES Argentinian Tango ▪ Travel and new cultures ▪ Knitting and Crochetting

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