

# CURRICULUM VITAE - RADU NICOLA DELICOTE

## PERSONAL INFORMATION

Phone 0040967094  
E-mail Radu.delicote@thesmartlink.org; radu.delicote@gmail.com  
Social media <https://ro.linkedin.com/in/radu-nicola-delicote>

## EXECUTIVE EXPERIENCE

- October 2014 – present** **Strategist/Senior Strategist at SMARTLINK COMMUNICATION, Bucharest** – A full service marketing/PR/Lobby agency which managed worldwide campaigns both in commercial and political fields. Clients included: Fondul Proprietatea managed by Franklin Templeton, Weiss Asset Management, Yahoo, Allegro, Huawei, World Economic Forum, World Bank Group, NATO Europe, Siveco.
- April 2013 – October 2014** **Managing Partner at VIP IMAGINE SRL, Bucharest** - a full service PR agency which managed nationwide campaigns in commercial and political affairs. Clients included: Chamber of Commerce, NATO Romania, European Networking Institute, Wolters Kluwer.
- September 2009 – present** **Political Campaigning Experience** – Directly involved in managing national political campaigns for different organizations since 2009. My experience now includes: the 2009 presidential elections (in the Transylvanian counties of Bistrița-Năsăud and Cluj-Napoca), an independent image campaign in Ilfov county conducted in 2010 and 2011, the 2012 primary elections (in Bucharest and Brăila county), the 2012 parliamentary elections (in Brăila county), an internal campaign for the presidency of a youth party organization in 2013, the 2014 European Parliament elections (in District 1 - Bucharest).

Since July 2014, I have started to work in an international environment, managing the social media communication for a Romanian MEP in Brussels and becoming part of the October 2014 parliamentary elections in the Republic of Moldova. Since 2015, I have been working as a media account for the Romanian Prime Minister, a Romanian MEP and various politicians. Starting with 2016, I was an advisor to the President of the Romanian Chamber of Deputies (the Lower Chamber of the Romanian Parliament) (which ended in June), managed two local elections campaigns (Braşov and Cluj county) (which ended also in June), advised the Speaker of the Parliament of Moldova. Beginning of 2017, I was, shortly, adviser to the Minister of Economy.

Furthermore, since September 2017 I started teaching Political Sociology at The National School of Political and Administrative Studies (SNSPA).

## PR Experience

- June 2012 – September 2012** **Project Account Manager, Jazz Communication** – managed the CS part of: Baneasa Mall, Grand Cinema Digiplex Baneasa; managed the BTL part of: Desperados and Heineken, Coca-Cola and Cappy Pulp's nation-wide launch.
- June 2010 – December 2011** **Marketing Specialist, Rin Group** – managed on-line campaigns, BTL campaigns, branding campaigns and image campaigns for Waterpark Otopeni, Domus Stil and Rin Hotels.
- April 2010 – June 2010** **Junior Adviser, Ionut Negoita** – Managed all of Mr. Negoita's image campaigns.
- January 2010 – April 2010** **Account Executive, QLC Media** – On-line campaigns and on-line marketing.
- February 2010 – April 2010** **Training Coordinator, Big Media PR** – Managed and kept all of company's PR and marketing trainings.
- January 2008 – November 2008** **Junior Account Manager, V+O Communication, The Practice (part of Leo Burnett), Esop Consulting, Interact** – PR and marketing campaigns for Coca-Cola, Germanos, Cosmote, OMV, Harley Davidson, West house, Colliers, World Vision, Sonae Sierra.

## JOURNALISM

June 2013 – Present

Contributor, [ziare.com](http://ziare.com), [forbes.com](http://forbes.com), [qmagazine](http://qmagazine.com), [politicscan.ro](http://politicscan.ro) – articles on political section

January 2012 – Present

Guest speaker in political themed shows. DIGI24, REALITATEA TV, THE MONEY CHANNEL

#### DIPLOMACY & ADVOCACY

October 2012 – December 2012 Volunteering's Law – Direct contributor and writer for changing the working climate in RO, Braila County.

June 2011 – September 2011 New Car Taxing – Direct contributor and writer for changing the car taxing system in RO, Bucharest County.

#### AWARDS & MEMBERSHIP

- **Winner of “Cu TINeri pentru Europa/ Youngsters for Europe” Contest**, December 2013 – March 2014;
- **Member of International Advertising Association**, Young Pro, Romanian Chapter, 2011 – present;
- **Communication Olympics Finalist**, 2008 – Client: Dacia Groupe Renault;
- **Communication Olympics Finalist**, 2007 – Client: Ziaua Newspaper;
- **Honor Member of Romanian Association of Public Relations Professionals**, 2007.

#### FOREIGN LANGUAGES

- **English** Fluent
- **German** Good

#### ADDITIONAL INFORMATION

- **Social /Organizational skills** Team Worker, Swiftly Adaptable.
- **Computer skills** Microsoft Office, Internet, basic HTML, basic photo skills, basic editing, medium Word press, Advanced Social Media skills (Facebook, Twitter, Instagram, LinkedIn)
- **driving license** category B (car)