

# Alina-Constantina Galeriu

(Galeriu-Olteanu)



Communication & Public Relations Specialist

Bucharest, România



## Work History

2018-02 - Current

### Associated Teacher

*Faculty of Communication and Public Relations, Master's Program in Social Media and Online Marketing (SNSPA), Bucharest, Romania*

2014-02 - Current

### General Manager & Owner

*Galeriu & Partners PR, Bucharest, Romania*

- Designed and implemented communication campaigns for brands such as Himalaya, NISITA, ISLA, Moller's, Impruvis D3Vit, Sloop, BARZA, OLINI, LONCOLOR, INA M Cosmetics, SEPHORA, and Victoria's Secret.
- Built and maintained strong relationships with press representatives and online influencers.
- Organized press & influencer events, and consumer engagement activations.
- Negotiated contracts and managed supplier relations.
- Oversaw company administration and daily operations and contributed to new business development through client acquisition and brand partnerships.

2013-02 - 2014-02

### PR Manager

*RAN Events Communication, Bucharest, Romania*

- Designed and implemented integrated communication campaigns.
- Maintained press relations and coordinated media outreach.
- Organized events and activations for the agency's portfolio brands.
- Supported new business initiatives by contributing to client pitches and proposals.

2012-09 - 2013-02

### Junior PR Manager

*The Practice, Bucharest, Romania*

- Designed and implemented integrated communication campaigns.
- Maintained press relations and coordinated media outreach.
- Organized events and activations for the agency's portfolio brands.

2012-04 - 2012-08

### Social Media Strategist

*MRM / McCann, Bucharest, Romania*

- Developed and implemented tailored social media strategies.
- Created engaging content for Facebook pages of the agency's portfolio brands.

2011-03 - 2012-02

### Account Executive

*Nicola Porter Novelli PR, București, Romania*

- Developed and executed internal and external communication plans

2008-09 - 2011-

- Handled corporate communications and brand communication projects across the agency's portfolio.

### Editor

*Blue Idea (IQads.ro, SMARK.ro), București, Romania*

- Authored articles on communication and advertising industry topics.
- Conducted market analyses highlighting industry trends.
- Produced newsletters for subscribers with curated insights.
- Interviewed renowned experts in marketing, branding, and communication (including James E. Grunig, Dennis Wilcox, and Wally Olins).



## Traseu Academic

2006-10 - 2009-07

### Bachelor of Science: Communication & Public Relations

*SNSPA - FCRP - Bucharest*

2009-10 - 2020-07

### Master of Science: Communication Sciences - Advertising

*SNSPA - FCRP - Bucharest*

2008-10 - 2009-02

### Certificate in Advanced English (Grade A): English For Speakers of Other Languages

*Cambridge International School, Cambridge ESOL Level 2 Certificate in ESOL International, Council of Europe Level C1*

2009-10 - 2010-02

### IAA School - Level 1: Marketing & Communication

*IAA School Of Marketing & Communication*

2014-05

### EACA School: New Business and Pitching Skills

*Training by Micky Denehy, EACA SCHOOL OF ADV & COMM*

2021-06- 2021-07

### HERTIE School: Introduction to teaching in higher education

*Training by Dr. Annika Zorn, HERTIE SCHOOL, BERLIN*



## Articole academice

2022

Galeriu-Olteanu, A., & Câmpian, N. (2022). Philanthropy on Social Media Platforms Through the Lens of Archetypes. How Information Disorder and Weaponization of Context Are Influencing The Facebook User' Social Involvement, *STRATEGICA. SUSTAINABLE DEVELOPMENT AND STRATEGIC GROWTH*, Tritonic Publishing House.

2024

Galeriu-Olteanu, A. (2024), Mothers Supporting Humanitarian Causes on Facebook, A Philanthropic Endeavour with Archetypal Echoes, *STRATEGICA Proceedings Volume*, Tritonic Publishing House (under publication).



## Languages

French

English

