



**Marcu Mihaela Roxana**

### **Professional Profile**

Communication and CSR specialist with over 8 years of experience in managing social responsibility projects, media campaigns, and corporate events. Skilled in developing and implementing educational programs and enhancing organizational reputation through public relations, storytelling, and stakeholder engagement.

### **Professional Experience**

#### **Banca Comercială Română (BCR) – CSR & Financial Education Specialist (Jun 2016 – present)**

- Coordinated the national financial education program 'Școala de Bani' (over 500,000 participants).
- Managed CSR projects and strategic partnerships.
- Organized press conferences and launch events
- Produced editorial materials (articles, press releases, internal news).
- Delivered financial education courses and training sessions for students, teachers, and corporate clients.

#### **SC Expert Financial Consult SRL – Accountant (Aug 2015 – Jun 2016)**

- Primary accounting and payroll.
- Prepared and submitted fiscal declarations.
- Managed HR administration and contracts.

### **Education**

- Master's Degree – Entrepreneurship & Strategic Management, SNSPA (2015 – 2017)
- Bachelor's Degree – Management, SNSPA (2012 – 2015, GPA 9.77/10)

### **Key Skills**

- Strategic communication and public relations
- Event planning & project management
- CSR & financial education
- Writing and content creation (online & offline)
- Training & public speaking

### **Languages**

- English – advanced (spoken & written)

### **Digital Skills**

- Microsoft Office (Excel, Word, PowerPoint)
- SAGA, Ciel
- Digital communication and collaboration platforms