

# RAMONA TOMESCU

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Apt. 201, Building 17, The Lakeview, Xiaolin Xilu, Yunshan Town, Kunshan District, Jiangsu Province, China

tel. 8613915780957

ramonelusa@gmail.com

## CAREER SUMMARY

Creative and experienced communications specialist known for conceptualizing and bringing to life some of the most innovative marketing ideas and initiatives. With a bachelor's in communications and PR, I have over ten years of experience in Advertising & Marketing, where I have managed a wide range of international brands and developed a strong passion for storytelling.

Both a wordsmith and an executive, I carry out resourcefully the entire marketing initiative, from finding the right creative concept to managing and overseeing the project through to completion.

## STRENGTHS

*Content Marketing Copywriting Brand Management Storytelling  
Strong Organizational Skills Negotiation & Mediation Graphic Design*

## COMMUNICATION SKILLS

WordPress  
MS Office Suite  
Adobe Photoshop  
Vertical Response  
Hootsuite  
Social Media

## RELEVANT EXPERIENCE

**THE CONTENT COMPANY, TORONTO, ON, CANADA/ CONTENT MARKETING**  
*Freelancer Writer, January 2019- Present*

Creating original content for various brands and companies, as assigned (blog posts, web pages, press releases and other types of content).

**DROP MANUFACTURING, NELSON, BC/ INDUSTRIAL COMPONENT MANUFACTURER**  
*Marketing & Communications, January – June 2018*

- Designed and built the company's websites (DROP Sprockets, Marine, Group, Creative)
- Developed content for the sites above, brochures, internal & external presentations
- Photography & Art Direction
- Layout Design & Brand Identity

**ENJOY VACATIONS, VANCOUVER, BC/ CENTRAL RESERVATION & SKI PACKAGE PROVIDER**  
*Marketing & Managing Partner 2014 - 2017*

- Led website design modernization for Enjoy Whistler and Enjoy Banff
- Designed and created all marketing collaterals: newsletters, ads, and banners
- Managed social media accounts
- Crafted other content marketing outlets: Blogs, Press Releases and e-books
- Created, implemented, and oversaw online campaigns

***Banff Passport***

Initiated, conceptualized, and designed the *Banff Passport* -- a unique PR & marketing tool for promoting *Enjoy Banff.com*, the resort of Banff as well as our Banff's common travel partners. Teamed up with Banff Tourism for bringing this marketing initiative to life.

**MILLENNIUM COMMUNICATIONS, BUCHAREST, ROMANIA/ PR & EVENTS AGENCY**  
*PR Manager 2007 - 2011*

PR Account Manager for Mercedes-Benz Romania and its brand portfolio: Jeep, Chrysler, Smart, Mercedes and Dodge

- Created & developed MB sponsorship platform and managed the ongoing PR daily agenda
- Initiated and implemented a wide range of brand awareness campaigns as part of Mercedes-Benz's CSR & sponsorship platform: strategic partnerships with diverse stakeholders, events, institutions, ensuring a strong brand exposure & dialogue
- Developed the creative concept for Mercedes Benz's launching events
- Oversaw the corporate event planning and launching
- Handled the daily PR agenda: press releases, corporate materials, presentations, internal communication materials, etc

**EDUCATION**

***UBC, Selkirk College:*** ongoing courses in Content Marketing, Creative Writing, Photoshop

***Bachelor in Communications:*** University of Communications & Public Relations "**David Ogilvy**," Bucharest, Romania

***Tefl.org.Uk*** Certificate in Teaching English as a Foreign Language 168-hour Level 5 TEFL course

***UNI-Prep Certificate:*** Teacher of English to Speakers of Other Languages 120-Hour TESOL Course