Andreea Eugenia Ploesteanu

Bucharest, Romania | +40 721 824 517 |
andreea.ploesteanu@gmail.com
Date of Birth: September 21, 1982 | Nationality: Romanian

Professional Profile

Dynamic and results-oriented Communication & PR Specialist with over 15 years of experience in coordinating internal and external communications, managing high-impact events, and developing employer branding strategies. Skilled in crafting compelling content, aligning communication with HR goals, leading cross-functional teams, and strengthening organizational culture. Proven ability to support leadership communication, manage crisis scenarios, and enhance employer visibility through strategic initiatives.

Professional Experience

Public Relations Specialist

General Association of Engineers in Romania (AGIR) – Bucharest
2010 – Present

- National coordinator for branch activities and financial operations
- Creator and editor of the weekly national newsletter for members
- Organizer and producer of internal and public-facing events (conferences, workshops)
- In charge of public relations, media representation, and external communication strategy
- Website content administrator and strategic updates implementer
- Actively involved in employer branding and team engagement initiatives
- Reports and communication support for senior management
- Certified HSE and Fire Safety Inspector, contributing to internal safety communications
- Manager of communication in sensitive or crisis contexts

Executive Director

J.M. Juran Romanian Quality Award Foundation – Bucharest
2006 – 2010

- Oversight of organizational operations and partnerships
- Director and coordinator for national quality-related events
- Liaison with media partners and institutions for public visibility
- Contributor to communication strategies aligned with quality and excellence standards

Manager Assistant

Primera Art & MI Product – Bucharest
1999 – 2005

- PR and translations, administrative support, and internal communication
- Coordination of secretarial and document management departments

Education & Certifications

Master's Degree in Communication and Public Relations
National School of Political and Administrative Studies (SNSPA), 2006–2008

Bachelor's Degree in International Relations and European Studies
SNSPA, 2001–2005
Specialization: European Economic Integration & Public Relations

Recruitment Specialist Certification – Picon Training Center, 2023

Civil Protection Inspector – 2017

Workplace Safety Inspector (SSM) – 2016

Fire Safety Inspector (PSI) – 2016

Project Manager Certification – DCG Consulting Group, 2010

English Language (Advanced Level) – M2000 Center, 2002

Key Skills
- Strategic Communication (Internal & External)
- Newsletter & Content Creation
- Employer Branding Campaigns
- Event Planning & Corporate Engagement
- Media Relations & Public Representation
- Website Management & Digital Presence
- Crisis Communication Strategy
- Project Coordination
- Team Mentoring & Leadership
- Collaboration with HR & Executive Teams

Languages
- English: C2 – Fluent
- French: - Beginner
- Italian: Beginner
- Romanian: Native

Soft Skills
- Strategic and analytical thinking
- Strong communication and interpersonal abilities
- Organizational agility and proactive mindset
- Solution-oriented and collaborative
- Responsible and team-focused