

**Europass
Curriculum Vitae**



Personal information

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Nationality	Romanian
Date of birth	September 22, 1978
Gender	Feminine

We provide integrated **Public Relations, Marketing, Branding, CSR and Strategic Communications** services, helping organizations, executives and public figures strengthen their reputation, increase visibility and create sustainable impact.

Strategic Communications

- Corporate communication strategy
- Brand positioning and market differentiation
- Corporate reputation management
- Executive and CEO communications
- Crisis communication and reputation recovery
- Internal and external communication strategies
- Change management communication
- Corporate messaging and storytelling

Public Relations

- Media relations and press office management
- Press releases, media kits and corporate publications
- Media outreach and interview coordination
- Thought leadership positioning
- Public Affairs and institutional communication
- Government relations support
- Stakeholder engagement and relationship management
- Influencer and community engagement

Branding & Marketing

- Brand strategy and identity development
- Personal branding for executives, entrepreneurs and public figures
- Brand management
- Integrated marketing communication
- Product and service launch campaigns
- Employer branding
- Content strategy and brand storytelling
- Digital communication support

CSR, ESG & Sustainability

- CSR and ESG strategy development
- Sustainability communication
- ESG awareness and stakeholder engagement
- Customized CSR campaigns aligned with business objectives
- Social impact programs
- Public awareness campaigns
- CSR workshops, training and executive education
- Community investment programs
- Educational and awareness projects for schools, universities and public institutions
- Sustainability reporting communication and impact measurement

**Desired employment /
Occupational field**

**PR & CSR, Marketing, Sales Strategies, Management
Affairs, TV producer & moderator, Real Estate
Development, PR & Communication.**

2018 – 2025

**SC RECICLAD`OR S.A. – PR & CSR Manager –
Recycling & Sustainability fields**

- Prepare and coordinate the full company strategies on marketing and CSR fields
- Organize CSR campaigns in partnership with authorities
- Create a company image and promote the main activities through marketing channels
- Marketing Research
- Organization and participation in Team Building for the employees
- Participate with public institutions and private companies in different campaigns of education, regarding waste management and recycling (separate collection): city halls, ministries, environmental agencies, ONG, responsible companies
- Initiation, organizing and participation in CSR campaigns – over 200 projects in 5 years (Conferences, Festivals, Educational Programmes, Ecological activities, Call to Action in the biggest events, etc)
- Prepare the Marketing Budget for full year
- Promoting and supporting the projects co – financed from EU funds
- Creating a green/ sustainable direction for the events, concerts and festivals
- Realization of customized projects
- Creating and building the brand identity for the company
- Coordinate and organize pitches for the best advertising agencies for company projects
- Prepare with nationals TV the Media Plan
- Organizing press-conferences and workshops on various topics (media, bloggers, partners)
- Developing online strategies (for Social Media)
- Create brands for all the other group companies
- PR strategies
- Launching the company's rebranding campaigns
- Organization awards gala for CSR campaigns

2008 – 2017

Work experience

S.C. Compania Romprest Service S.A. - Marketing Manager – Waste Management domain

- Prepare and coordinate the full company strategies on marketing fields
- Organize CSR campaigns
- Create a company image and promote the main activities through marketing channels
- Marketing Research
- Organization and participation in Team Building for the employees
- Participate with public institutions and private companies in different campaigns of education, regarding waste management prevention (selective collection): city halls, ministries, environmental agencies, ONG
- Initiation and organizing CSR campaigns (Lumea Ta? Curata! – in association with Prais Agency, recognized by UNEP – United Nations Environment Protection, EcoAtitudine, Atitudine R, Eco – friendly, Let's Do It, Romania!, Lumea lui PET, Atitudine EConTeaza, KidsFest, Green village, etc)
- Prepare the Marketing Budget for full year
- Promoting and supporting the projects co – financed from EU funds
- Coordinate and organize pitches for the best advertising agencies for company projects
- Prepare with nationals TV the Media Plan
- Organizing press-conferences and workshops on various topics (media, bloggers)
- TV commercials achievement: The Future / BRICI Entertainment , The Flower/ 23 Communication, Flash Mob/ Sunshine Media, Recyclable / Publicis)
- Create brands for all the other group companies (Romprest Servicii Integrate, Romprest Security, Tehcon, Green Factory)
- PR strategies
- Prepare the machinery and equipment for participate (outdoor fit) for command of snow removal and spring cleaning
- Launching the company's rebranding campaigns
- Organization awards gala for CSR campaigns

Organizing special events:

- X-mas Party corporate – Anniversary 10 years of success for Romprest – 2011;
- Launching Cluj Arena – the 1st stadium in Cluj – 2011;
- “Healthy Eating! Do Sport!” – a project for level prevention of obesity in children in Romania – with Wings Foundation - 2011;
- “PET World & Kids Fest” – collaborating with Emagic – 2012;
- “Call to a healthy life” – Romanian Rugby Federation and Wings Foundation – 2015;
- “ Eco – Friendly” gala – 2015;

- “And I Live Healthy!” – collaborating with Prais Foundation – 2012;
- “Junior vs Senior” – with Romanian Rugby Federation – 2013;
- “Simply the best” – X-mas Party for Romprest – 2013;
- “Oblivious” – fashion show fall winter for I.K.W. – 2014;
- “Smart Cluster” – IT conference for 20 IT&C Romanian companies – 2015;
- “Leasplan Xmas Corporate Party” – 2015;
- “Association to fight Parkinson’s disease “, making the first 15.000 tulips carpet in Romania – 2015, Eye Connexiuni;
- “ECO world” – CSR campaign in schools - 2016;
- “Flash Mob DDD” – Oradea Hall and Fit to Dance -2016;
- “Park(ing) Day “- RFI (Radio France International) – 2016 and 2017;
- “ECO attitude” – CSR campaign – City District 1, Bucharest City Hall – 2016.
- “ECO world and Be ECO” – CSR projects organized in different schools in District 1 and District 5 – 2017;

Developing CALL TO ACTION - the concept of separate collection and recycling at the **international concerts/events** in Romania of the following:

- Madonna
- Guns N Roses
- Depeche Mode
- Eros Ramazzotti
- Best Fest
- Rock Fest
- Tuborg Green
- Aerosmith
- Shakira
- Eric Clapton
- Steve Vai
- Roger Waters
- Street Food Festival
- Gourmet Food Festival
- The Hollywood Vampires
- Andrea Bocelli
- King of Leon
- Red Hot Chilli Peppers
- Bucharest Street Food Carnival
- Balkanik Festival
- Food Truck Festival
- Bon Jovi
- The Cure
- After Hills
- SAGA International Festival
- Living Rock Festival
- Senzoria Family Fest
- Bucharest Street Food Festival

- RO-WINE International Wine Festival
- Moldavia Wine Festival
- The Parade of Small Cyclists
- Bicycle Saloon
- INIMO Family Fest
- We Are ONE

2006 – 2008

S.C. Dara Domina SRL – Sales & Marketing Manager, Project Manager – Real Estate

- Marketing Research on Real Estate Market
- Prepare the architectural drawings for different types of the suits
- Training the sales agents
- Proposing the type of the project for the investors
- Giving the identity to the project, by creating a brand
- Organize the sales strategy
- Participate in exhibitions with all the real estate projects
- Contribute and participate in negotiation with the banks for loans
- Sales of the suits or villas of each project
- Coordinate all the projects (promote, prepare the sketches, prices, etc)
- Prepare sales packets for potential investors
- Ongoing training abroad

1999 – 2007

Romanian TV – “ Surprises – Surprises” - Ballet team &

Assistant presenter & Producer of the live show

- Full service interior designer and production the show (live show)
- Casting for the co-presenter, ballet girls and boys, assistants
- Finding sponsors for solving all the humanitarian cases of the show (according financial support for surgery, providing solutions for homeless and people with disabilities, etc)
- Coordinate the ballet group (outfits, make-up, hair stylist)
- Choreography
- Assistant presenter
- Promo spots
- Organizing and participating in rehearsals for participants
- Organizing fashion shows in broadcast
- Coordination of international stars, guests of the show
- Show montage
- Finding sponsors for the show
- Preparing partnership with famous brands for supporting the show (airline companies, furniture showrooms, jewelry brands and fashion brands, car brands, etc)

2004 – 2005 – 2006

Romanian TV – “Most beloved” Gala

- Participation of local and international stars at annual event by attending the ceremony of awards by category: all the stars from Romania (singers, actors, sporting champions)
- Coordination and organization Gala realization (production, program development)

2006 – 2007 – 2008 – 2009

Romanian TV – “Unicef” Gala

- Live show which involves celebrities to collect funds to help children, mothers, construction special care and treatment centers
- Coordination and organization Gala realization (production, program development)

2005 – 2006

Romanian TV - “ Out of 5 Stars”

- Choreography
- Casting organization ballet team
- Involvement in producing the show
- Coordinate the ballet group (outfit, make-up, hair stylist)

2005

Romanian TV – “ Gala 45 years”

- Choreography
- Casting organization ballet team
- Involvement in producing the show
- Coordinate the ballet group (outfit, make-up, hair stylist)

2005

Romanian TV - Sitecom “Bachelors”, “Europe goodbye”

- Minor character

2005 – 2006

Participations in TV commercials: “Coca –Cola”, “Bergenbier”, “Farmec”, “Danone”, “Clicknet”, “Monte Banato”, Burger King

2000

Image Romanian TV

1997 – 2007

International model

Fashion shows/podium for famous local & international brands
 Participation at SIAB(International cars Showroom) for Ford, Seat, Toyota
Designers image: Flo & Jo, Wilhemina Arz, LTU Design, Stephen Pelger, Cut’N’Colour
Pictorials: Elle, High Life, Cosmopolitan, Femeia, Unica, Business Woman, Forbes

Education and training 1999 – 2003

Romanian American University
 Faculty of Domestic and International Commercial Banking and Financial Relations

1993 – 1996
High School “D-na Stanca”
Real profile – Physical Chemistry

Personal skills and competences

Mother tongue(s) **Romanian**

Other language(s)

Self-assessment	Understanding		Speaking		Writing	
European level (*)	Reading		Spoken interaction		Spoken production	
Language		English		English		English
Language		Spanish		Spanish		
		French		French		French

(*) [Common European Framework of Reference for Languages](http://europass.cedefop.europa.eu)

Social skills and competences

- *Extremely organized person
- * Good abilities for synthetic and global views over concrete situations
- * End-oriented work capacity
- * Problem-solving attitude
- * Responsibility, Self-respect and self-reliance
- * Strong referential values of fairness, equity and dignity
- * Ability to establish and maintain good working relations with people of different national and cultural backgrounds
- * Ability to live and/or serve in hardship locations

Organisational skills and competences

- *My work experience, professional background and extra-professional activities have their roots in my dedication toward social change, to the improvement of human life conditions and developing the societal mentalities in order to live together in a better society;

Technical skills and competences

- ***Editing:** Microsoft Word, Microsoft PowerPoint, Adobe PageMaker, Adobe Acrobat(Writer/Reader)
- * **Databases:** Microsoft Access, Microsoft Excel
- * **Photo Editing:** Adobe Photo De Luxe, Adobe Image Ready, Adobe Photo Shop, Corel Photo Paint
- * **PC Operation Systems:** Windows 2000, Windows XP
- * **Networking:** Outlook Express, Microsoft Outlook, HTML Script
- * **Technical and Practical Abilities in Desk Equipment**

Artistic skills and competences

- Supplementary to my professional activities, I followed my artistic gifts in writing, being the author of several articles - published in various national magazines, about various topics.
- Using my creative skills, I have voluntarily participate and organize events for product launch, theme parties, eco-green actions.

Thinks creatively, makes decisions, solves problems, visualizes, knows how to learn, and reasons

Thinking Skills

- Creative thinking - generates new ideas
- Decision making - specifies goals and constraints, generates alternatives, considers risks, and evaluates and chooses best alternatives
- Problem solving - recognizes problems and devises and implements plan of action
- Visualizing - organizes and processes symbols
- Knowing how to learn - uses efficient learning techniques to acquire and apply new knowledge and skills
- Reasoning - discovers a rule or principle underlying the relationship between two or more objects and applies it when solving a problem

Responsibility, self-esteem, sociability, self-management, integrity, and honesty

Personal Qualities

- Responsibility - exerts a high level of effort and perseveres towards goal attainment
- Self-esteem - believes in own self-worth and maintains a positive view of self
- Sociability - demonstrates understanding, friendliness, adaptability, empathy, and politeness in group settings
- Self-management - assesses self accurately, sets personal goals, monitors progress, and exhibits self-control
- Integrity/honesty - chooses ethical courses of action

Resources

Identifies, organizes, plans, and allocates resources

- Time - selects goal-relevant activities, ranks them, allocates time, and prepares and follows schedules
- Money - uses or prepares budgets, makes forecasts, keeps records, and makes adjustments to meet objectives
- Material and facilities - acquires, stores, allocates, and uses materials or space efficiently
- Human resources - assesses skills and distributes work accordingly, evaluates performance and provides feedback

Works with others

Interpersonal

- Participates as member of a team - contributes to group effort
- Teaches others new skills
- Services clients/customers - works to satisfy customers expectations
- Exercises leadership - communicates ideas to justify position, persuades and convinces others, responsibly challenges existing procedures and policies
- Negotiates - works toward agreements involving exchange of resources, resolves divergent interests
- Works with diversity - works well with men and women from diverse backgrounds.