

# LAVINIA IANCU

## PR/OBJECT MANAGER



Bucharest, Romania  
+40 726 490 045 | [lavinia@sustenobil.ro](mailto:lavinia@sustenobil.ro)  
[www.laviniaiancu.ro](http://www.laviniaiancu.ro) | [www.sustenobil.ro](http://www.sustenobil.ro) | [www.refeel.app](http://www.refeel.app)

### Biography

I study, teach & apply PR, PR/OBJECT and PR/ODUCT MANAGEMENT. +10 years of experience working for top-leading corporations, awarded PR agencies and mass media. CEO of SUSTENOBIL PR/ODUCTION SRL & ReFEEL Solutions, Inc., designing cutting-edge tech products and providing integrated communications campaigns for multinational corporations, SMEs and start-ups in 13 countries from 3 continents (Europe, America and Asia).

### Skills

Assertive Communication  
Intercultural Communication  
Leadership  
Negotiation  
Critical Thinking  
Analytical Thinking

### Education

2021 - 2024	ASE Bucharest	<b>PhD of Management</b> Thesis: Sustainable Management in the GIG economy: delivery sector
2014 - 2016	SNSPA Bucharest	<b>MA of Project Management</b> Thesis: Cultural Project Management as Economic Growth Strategy
2011 - 2014	SNSPA Bucharest	<b>BA of Public Relations</b> Thesis: Urban Identity and Symbolic Mobilisation: Radio Guerrilla

### Teaching

2022 - Present	SNSPA Bucharest	<b>Entrepreneurship and Innovation Seminar</b> Faculty of Communication & Public Relations, Project Management MA
2022 - 2023	ASE Bucharest	<b>Entrepreneurship Seminar</b> Faculty of Finance, Banks and Stock Exchanges BA studies
2022	Fonduri Structurale	<b>Entrepreneurship and Product Management Seminar</b> StartUPT, EU funded project at Politehnica University of Timișoara

### Entrepreneurship

2018 - Present	SUSTENOBIL	<b>CEO &amp; FOUNDER</b> <ul style="list-style-type: none"><li>- Agency providing PR, PR/OBJECT &amp; PR/ODUCT management services focused on technology, sustainability, healthcare and education fields</li><li>- Design, implement and report integrated communication campaigns for multinational companies, SMEs and start-ups in 13 countries on 3 continents</li><li>- Albania, Czechia, Denmark, Finland, Hungary, India, Norway, Poland, Romania, Slovakia, Sweden, United Kingdom, United States of America</li></ul>
2020 - Present	ReFEEL App	<b>CEO &amp; FOUNDER</b> <ul style="list-style-type: none"><li>- Design and manage a sustainability HUB, showcased by the Dragons' Den TV show premiere in Romania in 2020, with +1 million views</li><li>- During the product development, I liaised with developers, potential investors and IPOs, service providers, mass-media representatives</li><li>- Received Biz Sustainability Awards for Digital Innovation in 2021 from one of the most prestigious business magazines in Romania</li></ul>

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## Work Experience

2019 - 2020  
Carrefour Romania

### EMPLOYER BRANDING SPECIALIST

- Designed, executed and reported Carrefour's Employer Branding strategy at the national level in line with the marketing and HR brand positioning
- Contributed to recruitment, onboarding, communication, loyalty and reward programmes for headquarters, super/hypermarkets and convenience stores
- Documented GEEIS - Gender Equality European & International Standard - audit for Carrefour Group, as Romania was a pilot-country of the programme

2017 - 2019  
Altex Romania

### SOCIAL MEDIA MANAGER

- Managed Social Media presence for one of the largest IT&C retailers in Romania on Facebook, Instagram, Twitter, YouTube and GMB
- Designed, executed and reported marketing and recruitment campaigns at the national level with proven strategic effectiveness
- Liaised with internal departments and external partners to deliver integrated marketing campaigns such as Black Friday, Happy Weekend

2016 - 2017  
McCann PR

### PR SPECIALIST

- Designed, executed and reported 360° communication campaigns for brands in the fields of energy, technology, and real estate
- Contributed to flagship communications campaigns such as ENGIE (formerly GDF Suez) rebranding and FIFA 18 launch in Romania
- Managed corporate communication, media relations and social media presence for brands like ENGIE, Electronic Arts or Konica Minolta

2015 - 2016  
Graffiti PR

### PR SPECIALIST

- Designed, executed and reported public relations campaigns including corporate communications, media relations and event organisation
- Managed Gillette's Facebook page in South-East Europe (Romania, Serbia, Bulgaria), liaising with the global team to deploy campaigns
- Worked for brands such as Tetra Pak, Reserved, Gillette, Nesquik, Nescafe, Glaxo Smith Kline (GSK)

2012 - 2017  
Radio Guerrilla

### PR/ODUCER

- Contributed to the production of the War of the Weekend radio broadcast between the years 2012-2014 and 2016-2017
- Managed the social media page of the radio broadcast by promoting the creative and cultural industries, recommendations and guests
- Ran the radio contests - fulfilling the radio's procedures in accordance with the regulations and GDPR compliance

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## Pitching

2022  
Bucharest

### Romanian Venture Forum

Pitched ReFEEL App in Green Pitching session held at National Opera

2020  
Bucharest

### Future Makers

Incubator for start-ups held by Global Shapers Bucharest Hub

2020  
PRO TV Bucharest

### Dragon's Den TV Show

Pitched ReFEEL App in the premiere of Romanian Dragon's Den

2019  
Bucharest

### Innovation Labs

Pre-accelerator programme held by Politehnica University of Bucharest

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## Presentations

2019  
Prsd Pro - repostas

### Better In Erasmus+ project: Creative Industries

Lisbon (Portugal) with +40 youngsters from Europe, Africa and Middle East

2018  
Prsd Pro - repostas

### Women 2 Women Erasmus+ project: Sustainability

Tavira (Portugal) with +20 young people from Europe and Africa

2015  
Dunăre.EDU

### 25th Active Sobriety Friendship & Peace NGO's camp

Held in Bran (Romania) with +100 participants from 25 countries

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## Conferences

2023 IBIMA Seville	<a href="#">42nd IBIMA Conference Presentation on Business</a> International Business Information Management Association's conference
2023 ASE Bucharest	<a href="#">17th International Management Conference</a> Theme: Rethinking Business Performance
2022 ASE Bucharest	<a href="#">16th International Management Conference</a> Theme: Management and Resilience Strategies for a Post-Pandemic Future

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## Publications

2024 IBIMA USA	<a href="#">Journal of Eastern Europe Research in Business</a> Economic Sustainability of the Delivery Sector. Analysis of the Delivery Companies vs. Romanian Companies between 2008 and 2021
2023 ASE Bucharest	<a href="#">Proceedings of the 17th International Management</a> Sustainable Management in the Delivery Sector, DOI: available soon
2022 ASE Bucharest	<a href="#">Proceedings of the 16th International Management</a> Sustainable Management in the GIG economy: traditional vs GIG business model in the delivery sector, DOI: 10.24818/IMC/2022/01.17

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## Research

2023 - Present ASE Bucharest	<a href="#">Researcher</a> Societal and Economic Resilience within multi-hazards environment in Romania
2022 SFAT Bucharest	<a href="#">Researcher</a> Intergenerational guide on the apartment sustainability, qualitative research

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## Certifications

2019 Bucharest	<a href="#">Design Thinking</a> Design Thinking Society
2015 Brussels	<a href="#">Euro-Entrepreneurship</a> Vrije Universiteit Brussels in partnership with SNSPA Bucharest
2014 Bucharest Chapter	<a href="#">Project Management Institute® Member</a> PMI® Global Congress 2015 — EMEA attendance in London

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## Awards

2021 Biz	<a href="#">Biz Sustainability Awards</a> Digital Innovation category for ReFEEL App development
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## Licence

2011	<a href="#">Driving Licence</a> B category
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## Languages

	English	French	Romanian
	C1 understanding	C1 understanding	Native understanding
	C1 speaking	C1 speaking	Native speaking
	C1 writing	C1 writing	Native writing

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