

Cristina Dogaru – Ulieru, 37

Mother of 2, entrepreneur, marketing & communication professional

I am committed to making the world a brighter place by helping inspiring companies grow through efficient and human-to-human communication.

I dedicate my time and energy to revealing the essence, the good and the unlimited potential within people and their companies.



PROFESSIONAL EXPERIENCE

1/ Founder, Bright Living SRL - Jun 2015 – Present

Bright is a new generation branding and communication company that helps inspiring companies grow by building powerful brands, helping them communicate effectively and offer more value faster through an intuitive and consistent user and brand experience across channels.

Services: Communication Strategy, Branding & Design, Online & Offline Communication, Content Marketing, Web & App Development

Portfolio: www.bright-communication.com

Selected industries & customers: Politics (USR PLUS), IT&C (Nextgen, Knowledge & Smart Solutions, Stadler & Partners), Education (Teach for Romania), ONG (Fundația Metropolis), Healthy Food (Ninna Mâncare Faină), Services (psychologists, photographers).

2/ International Marketing Manager, BPM Wave International AG - Aug 2013 – Jul 2016

- Developing and implementing the corporate and products marketing strategy and plan with an international focus
- Content creation
- UX and UI optimization for existing software applications
- Sales support and sales kits development

3/ Senior Brand Manager, SIVCO Romania – November 2011 – August 2013

- SIVCO was one of the biggest Romanian software companies at that time, reuniting 1.200 employees, complex projects across 4 continents, and various lines of business that needed a coherent communication approach. I implemented the company's rebranding process and co-managed the corporate 20th-anniversary event.
- The rebranding implementation process took one year and a half and covered all internal and external communication materials (from concept, copy, redesign, to print production for case studies, brochures and presentations), newsletter, website design and development, office decoration.

4/ Communication Partner, Identity Communication – January 2009 – September 2012

- Integrated B2B marketing and communication services.
- Leading the concept, implementation and analysis for a wide range of marketing and communication campaigns
- Brand management, new brand development, rebranding projects.

5/ Brand Manager for Biogood, Smartree Group – March 2009 – February 2010

- Brand management
- Marketing & communication strategy, planning, budgeting and execution
- Launched and communicated the first bio retailer in Romania
- Decorated and opened the first 2 Biogood shops in Bucuresti

EDUCATION

2003 – 2008 – “Politehnica” University of Bucharest, Economic Engineering

- Graduation mark 9.90 and top of my year
- Paper submission at various scientific events. Volunteering with various organizations (World Vision Romania, CISV).

2006 – 2009 – Management, Faculty of Economic Studies, Valahia University Târgoviște

Graduation mark 10.00

1999 – 2003 – “Ienăchiță Văcărescu” National College, Târgoviște

First and second places within the National Romanian Literature Olympics, for 2 years.

CERTIFICATES

Train the Trainers Certificate - Ministry of Education, Romania

Certificate in Advanced English - University of Cambridge

HOBBIES & INTERESTS

Playing the piano, skiing, hiking, traveling, psychology and personal development, writing and reading.

CONTACT

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