

LAVINIA IANCU

PR / OJECT M A N A G E R

I practice, teach and research PR/OJECT MANAGEMENT

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Biography

Over 14 years of experience designing, executing and reporting PR, PR/OJECT and PR/ODUCT MANAGEMENT services for top-leading corporations, SMEs and start-ups, in +20 countries across 3 continents. Founded and managed SUSTENOBIL PR/ODUCTION & ReFEEL Solutions, Inc.'s, focusing on technology, medtech, social, cultural, retail. Brands: Carrefour, Altex, Radio Guerrilla, Engie, Harley-Davidson, Electronic Arts, Gillette, Reserved, GSK, Castrol etc.

Skills

Leadership	Project Management
Copywriting	Product Management
Graphic Design	Scrum, Agile
Critical Thinking	Public Speaking
Assertiveness	Communication
Negotiation	Problem Solving
Creativity	Adaptability

Education

2021 - 2025

ASE Bucharest

PhD of Management

Thesis: Sustainable Management in the GIG economy: Delivery Sector Study

2014 - 2016

SNSPA Bucharest

MA of Project Management (PMI-GAC)

Thesis: Cultural Project Management as Economic Growth Strategy

2011 - 2014

SNSPA Bucharest

BA of Public Relations

Thesis: Urban Identity and Symbolic Mobilisation: Radio Guerrilla Case Study

Teaching

2022 - Present

SNSPA Bucharest

Entrepreneurship and Innovation Seminar

Faculty of Communication & Public Relations, PM & Comm and Business MAs

2022 - 2023

ASE Bucharest

Entrepreneurship Seminar

Faculty of Finance, Banks and Stock Exchanges BA

2024 - 2025

Fonduri Structurale

Social Entrepreneurship Seminar

DoSocial and Consolid8, EU funded business accelerators for young people

2022

Fonduri Structurale

Entrepreneurship and Product Management Seminar

StartUPT, EU funded project at Politehnica University of Timișoara

Work Experience

2018 - Present

SUSTENOBIL

CEO & FOUNDER

- Agency providing PR, PR/OJECT & PR/ODUCT management services focused on the Triple Bottom Line theory (People, Planet, Profit)
- Design, implement and report integrated communication campaigns for multinational companies, SMEs and start-ups in 20 countries across 3 continents
- Clients: Harley-Davidson, ALSO Medical, MedicZone, Serial 1, Help Autism, The Romanian Association of Music Performers, Tomis Garden Aparthotel etc

2020 - 2025

ReFEEL Solutions, Inc.

CEO & FOUNDER

- Designed, launched and managed ReFEEL App, a sustainability HUB, showcased by the Dragons' Den TV show premiere in Romania in 2020
- During the product development, I liaised with IT developers, potential investors, service providers and mass-media representatives
- Received Biz Sustainability Awards for Digital Innovation in 2021 from one of the most prestigious business magazines in Romania, Biz

Work Experience

2019 - 2020 Carrefour Romania	EMPLOYER BRANDING SPECIALIST <ul style="list-style-type: none">- 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 <ul style="list-style-type: none">- Managed Social Media presence for one of the largest IT&C retailers in Romania on Facebook, Instagram, Twitter, YouTube and Google- 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	PROJECT MANAGER <ul style="list-style-type: none">- Designed, managed, executed and reported 360° communications 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, Konica Minolta
2015 - 2016 Graffiti PR	PROJECT MANAGER <ul style="list-style-type: none">- Designed, managed, executed and reported public relations campaigns including corporate communications, media relations and events- 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, Nescafé, Glaxo Smith Kline (GSK), Novo Nordisk, Abbvie
2012 - 2017 Radio Guerrilla	PR/ODUCER <ul style="list-style-type: none">- 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 under the regulations and General Data Protection Regulation compliance

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, +1 mil. views
2019 Bucharest	Innovation Labs Pre-accelerator programme held by Politehnica University of Bucharest

Presentations

2019 Carrefour	She Digital Conference Impact on the Industries & Jobs of the Future held at Institut Français Bucharest
2019 Prsd Pro - respostas	Better In Erasmus+ project: Creative Industries Lisbon (Portugal) with +40 youngsters from Europe, Africa and Middle East
2018 Prsd Pro - respostas	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

Conferences	2025 ASE Bucharest	19th International Conference on Business Excellence Theme: Leading Change in Disruptive Times
	2024 ASE Bucharest	18th International Conference on Business Excellence Theme: Smart Solutions for a Sustainable Future
	2023 IBIMA Seville	42nd IBIMA Conference Presentation on Business International Business Information Management Association's conference
	2023 ASE Bucharest	17th International Management Conference Theme: Rethinking Business Performance
	2022 ASE Bucharest	16th International Management Conference Theme: Management and Resilience Strategies for a Post-Pandemic Future
Publications	2025 ASE Bucharest	Proceedings 19th ICBE Challenges and Strategies of Achieving Resilient and Sustainable Courier Sector within a Multi-Hazard Environment in Romania. DOI: 10.2478/picbe-2025-0403
	2025 ASE Bucharest	Soft Computing Sustainability, Innovation and Knowledge: A Complex Relationship Based on an Empirical Study. DOI: 10.1007/S00500-025-10574-3
	2024 ASE Bucharest	Review of International Comparative Management Eco-Innovation as a Catalyst for Sustainable Business Growth DOI: 10.24818/RMCI.2024.3.541
	2025 ASE Bucharest	Journal of Financial Studies Dietary Habits and Sustainable Online Ordering Among Romanian Provincial Students
	2024 IBIMA USA	Journal of Eastern Europe Research in Business Economic Sustainability of the Delivery Sector. Analysis of the Delivery Companies vs. Romanian Companies between 2008 and 2021
	2023 ASE Bucharest	Proceedings of the 17th International Management Sustainable Management in the Delivery Sector. DOI: 10.24818/IMC/2023/01.13
	2022 ASE Bucharest	Proceedings of the 16th International Management Sustainable Management in the GIG economy: traditional vs GIG business model in the delivery sector, DOI: 10.24818/IMC/2022/01.17
Research	2023 - 2026 ASE Bucharest	Researcher Societal and Economic Resilience within Multi-Hazards Environment in Romania
	2022 SFAT Bucharest	Researcher Intergenerational guide on the apartment sustainability, qualitative research
Certifications	2019 Bucharest	Design Thinking Design Thinking Society
	2015 Brussels	Euro-Entrepreneurship Vrije Universiteit Brussels in partnership with SNSPA Bucharest
	2014 Bucharest Chapter	Project Management Institute® Member PMI® Global Congress 2015 — EMEA attendance in London
Awards	2021 Biz	Biz Sustainability Awards Digital Innovation category for ReFEEL App development
Licence	2011	Driving Licence B category
Languages	Since 2000	English C1 understanding, C1 speaking, C1 writing
	Since 2000	French C1 understanding, C1 speaking, C1 writing
	Since 1992	Romanian Native understanding, Native speaking, Native writing
	Since 2010	German A2 understanding, A2 speaking, A2 writing