



# IOANA GEORGIANA VULCAN

## Creative Communication Strategist

I blend the analytical and creative aspects of communication, to develop strong brands and impactful campaigns.

I've accumulated over a decade of experience in healthcare communication, but I am generally attracted to the more technical and complex industries that pose an intellectual, as well as a creative challenge.

### CONTACT

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[Upwork Profile](#)

### LANGUAGES

Romanian (native)

English (fluent)

French (business)

### EXPERTISE

Brand architecture

Brand / product naming & design direction

Communication campaign strategy & tactical planning

Creative concepts & design direction in communication

Copywriting

Complex content writing (especially B2B)

Market research design & analysis

Project management & team coordination (internal & external teams)

Marketing consultancy

### EXPERIENCE

2021 – present **FREELANCE CREATIVE STRATEGIST**

As a freelancer I've been able to diversify my areas of expertise and wear more "hats". I work both solo and as part of teams of specialists from agencies, client companies or other freelancers, which I sometimes recruit myself to fill in the client's needs.

2016 – 2020 **STRATEGY & RESEARCH SPECIALIST**  
**Medic One Healthcare Communication**

Campaign & brand architecture, strategic planning, audience & data analysis, B2B content development.

2014 – 2016 **ACCOUNT MANAGER**  
**Medic One Healthcare Communication**

Project manager, team leader.

2013 – 2014 **ACCOUNT EXECUTIVE**  
**Medic One Healthcare Communication**

2010 – 2012 **ACCOUNT EXECUTIVE**  
**Lowe & Partners Advertising**

2007 – 2010 **PROGRAM ASSISTANT**  
**Foundation for Pluralism**

### EDUCATION

2015 – 2016 **P.G.C. IN PSYCHOLOGY**  
**University of Liverpool**  
**United Kingdom**

2008 – 2010 **M.A. IN MARKETING MANAGEMENT**  
**Academy of Economic Studies**  
**Bucharest, Romania**

2005 – 2008 **B.A. IN MARKETING**  
**Academy of Economic Studies**  
**Bucharest, Romania**