



Catalina Gardescu

PR & Communication Specialist

Skills

- A kind leader
- Curious and task oriented
- Collaborative and socially intelligent
- Ambitious and perseverant
- I care

Volunteer Work and Interests

Director of Membership, Safe Passage Across Networks (international school transitions)

VP of the Board, International Association of Business Communicators, EMENA Region, Leading Portofolio of Communications

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Work Experience



**American International School of Bucharest
Manager of Admissions & External Relations**
August 2001 - June 2022 (8 years out of a total of 21 years)

- Managed a team of 10 and set on the Leadership Team of the school
- Led the Admissions, Communications, Fundraising, Community Relations functions
- Designed and coordinated all activities related to enrollment, re-enrollment, enrollment projections, strategy, scholarship and tuition support.
- "Face" of the school



IDEAS
INTO ACTION

Ideas Into Action SRL

Own company

May 2022 - present (7 months)

- Communication consultancy
- Supported new schools in setting up admissions offices
- Worked with various organizations to build platforms, events, strategy

Education

Bachelor of Arts, Communications & PR

Institution: University of Bucharest

Year of Graduation: 2001

Certified Communication Management Professional

*Global Communication Certification Council
(Renewed in 2022)*

REFERENCES:

For my AISB activity

Dr. Robert Brindley, previous AISB
Director – robert@brindleys.net

Mr. Peter Welch, current AISB Director –
pwelch@goaisb.ro

Spark CEO, Ruxandra Mercea -
ruxandra.mercea@transylvania-college.ro

For my international activity

Dr. David Willows, previous International
School of Brussels, Director of Admissions
and Advancement & current co-founder of
[Yellow Car]
– david@yellowcar.io

For my editing activity

Open Apply Manager, Mackenzie
Hovermale
– mackenzie@openapply.com

Language and digital literacy:

Open Apply, Veracross, Rediker, ISams
Word, Excel, Powerpoint, Wordpress, Canva
Hubspot, Notion, Miro
English, Romanian, Spanish (beginner)