



Catalina Gardescu

Educational Marketing, Admissions and Communications Professional

"You can choose courage or you can choose comfort but you cannot choose both."

Dr. Brene Brown

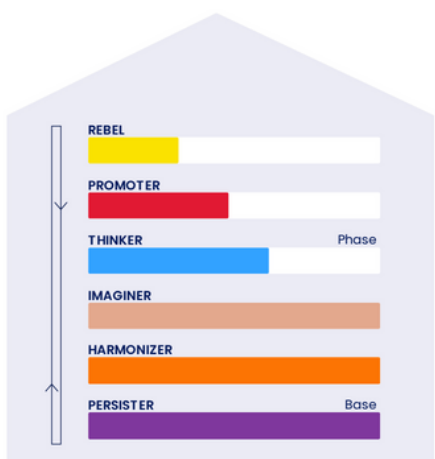
About Me

Wholehearted and empathetic lifelong learner, driven by genuine connection, growth, and meaningful impact.

Values

Compassionate connection with myself and others.

Integrity in relationships with myself and others.



Education

- **Bachelor Degree - Communication & PR**
University of Bucharest 1997 - 2001
Explored subjects such as the history of mentalities, advertising, public relations and linguistics. Disertation on Crisis Communication in Political Campaigns.
- **Masters of Business Administration: Educational Leadership - in progress**
Tampere University of Applied Sciences, Finland 2025 -
A two year program culminating in June 2027. Hybrid learning.



Experience

- **Language Trainer**
US Embassy in Bucharest 1997-2002
Teaching language (Romanian, English) to embassy staff.
- **Manager of Admissions & External Relations**
American International School of Bucharest 2002 - 2021
Organizing, managing and developing the Admissions, Marketing and Communications functions - from 300 to 1030 students, 70 nationalities
- **Program Coordinator - Joblandia**
HR Club Bucharest 2022 - 2023
Supporting the initiation of a new program by HR Club Romania, bringing HS students into companies for internships and practice.
- **Director of Admissions, Marketing & Communications**
Copenhagen International School, Denmark 2023 - 2024
Coordinating functions such as admissions, marketing, communications and stakeholder management - 900 students, 80 nationalities.
- **Educational Marketing, Admissions and Communications Professional**
Ideas Into Action - Founding Partner, Consultant 2024 - present
Communication Strategy; Professional Profile Creation; Crisis Communication; Project Management; Meeting Facilitation

PROFILE INFO

Strategic Leadership & Management

Led cross-functional teams and contributed to long-term institutional strategy and policy development in international school settings.

Admissions, Marketing & Fundraising Expertise

Designed and implemented admissions systems, enrollment forecasting, marketing campaigns, and fundraising initiatives with measurable success

Training & Community Building

Developed and facilitated professional development programs and built strong international networks in the education sector.

Communication & Public Relations

Certified communication professional with extensive experience in strategic messaging, stakeholder engagement, and crisis communication.

Project Management & Self-Driven Execution

Proven ability to independently lead complex projects from concept to completion with clear outcomes.

Social Intelligence & Empathic Leadership

Skilled in managing diverse teams, fostering trust, and navigating challenging interpersonal dynamics with empathy and clarity.

Values-Driven & Service-Oriented

Strong personal commitment to meaningful work, community service, and creating positive impact in all roles.

Tech & Language Proficiency

Fluent in English and Romanian, with solid command of admissions and communication tools, including various student information systems and digital platforms.

PRESENTATIONS & COURSES

- 2005 – Initiated admissions conferences; founded “International Ideas,” connecting 450 professionals for growth and collaboration.
- 2012–2014 – Led ECIS Admissions Committee; delivered sessions at international conferences; initiated certification program groundwork.
- 2015 – Co-created acclaimed “Learning and the Storytellers” admissions conference with the Common Ground Collaborative in Europe.
- 2016–2017 – Designed and led international certificate courses on admissions fundamentals in Asia and Europe.
- 2017–Present - Published articles [here](#) & [here](#) .
- 2017–Present – Regularly present and facilitate sessions on international admissions, marketing, and communications at international conferences - online and in person. The latest were:
 - Lisbon, Portugal: Supporting neurodivergent learners in the admissions office.
 - Online for [Independent Schools Services](#): Fundamentals of Admissions, Enrollment and Marketing

SUPPORT

[Daruieste Viata](#)

[Salvati Copiii](#)

[Asociatia Casa Buna](#)

[Hope for Homes](#)

VOLUNTEERING EXPERIENCE

[International Association of Business Communicators](#)

[Safe Passage Across Networks](#)