



Gabriela Naneș

CONTACT

+40 722 960 869
Căminului Street, #14, Sector 2,
Bucharest
ary@oaza-advertising.com
www.oaza-advertising.com

EDUCATION

2000 – 2004 | B.A. in Foreign Languages
and Literatures – "Dimitrie Cantemir"
Christian University, Bucharest

1996 – 2000 | "George Coșbuc" Bilingual
High School, Bucharest

KEY COMPETENCIES

- Branding & Design
- Concept Development
- Copywriting & Storytelling
- Graphic Design
- Social Media Strategy
- Content Creation (Reels, video, visual storytelling)

TECHNICAL SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere
- Wordpress
- Google Tools
- Cap Cut & InShot
- Canva
- AI & Prompt Engineering: Claude (LLM), AI Agents, Cursor (AI Code Editor/Terminal), Gemini

SUMMARY

Experienced Creative Director and Strategist specializing in transforming abstract concepts into cohesive, organic brand identities. I bridge the gap between marketing strategy and aesthetic execution, building digital ecosystems where design and storytelling align with ease. My professional background spans advertising, hospitality and international cruise lines, providing a deep understanding of consumer psychology, brand perception and audience engagement.

PROFESSIONAL EXPERIENCE

FOUNDER | OAZA ADVERTISING | 2022 – PRESENT

Work:

- Branding & Design: Development of visual identities, creative direction, and sensory branding for premium market positioning.
- Content Factory: Production of high-end conceptual video and visual content, focusing on sophisticated fluid aesthetics and storytelling.
- Copywriting: Strategic brand narratives, naming, and taglines designed to create emotional resonance and clarity.
- Digital Presence: Holistic management of online ecosystems, ensuring brand consistency and engagement across all digital platforms.

Clients:

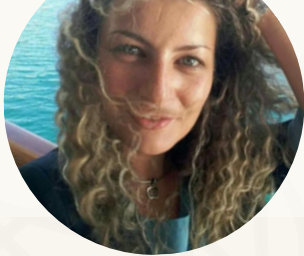
- Demmers Teehaus – Premium Teahouse
- A Camponeza Casa Das Espetadas – Portuguese Restaurant
- Univers Fractal – Personal Development Platform
- theHair Guy – Mobile Barbershop
- STK.Wear – Streetwear Fashion Brand

Important Campaigns:

- Brand activations and exposure for the Demmers Teehaus area during the Jazz in the Park festival (2024 & 2025) and brand exposure for A Camponeza at Portugal Days – Seafood Street Fest (2022 & 2023).
- Specialized English-Romanian translation for all texts required for display and informational materials for the Body Worlds exhibition, 2025.

GUEST SERVICES ASSISTANT – ROYAL CARIBBEAN INTERNATIONAL | 2016–2020

Provided high-standard hospitality services for a diverse international clientele within a dynamic 24/7 maritime environment. The role involved the precise management of complex inquiries and the rigorous administration of passenger financial accounts. By efficiently coordinating workflows between support and maintenance departments, I ensured prompt issue resolution, consistently optimizing the guest experience through professional communication in a fast-paced setting.



"CHOOSE A JOB YOU LOVE, AND YOU WILL NEVER HAVE TO WORK A DAY IN YOUR LIFE."
Confucius

PROFESSIONAL EXPERIENCE

COPYWRITER, GRAPHIC ARTIST & EVENT DESIGNER - MUSE BISTRO & WINE BAR | 2013-2016

Developed and implemented the bistro's visual identity and branding, creating innovative concepts for interior design, products, and packaging. Produced graphic materials and digital campaigns, organized special events featuring artists and technical coordination, and managed PR and promotion, contributing to increased brand visibility and strengthening relationships with clients and partners.

SOCIAL MEDIA SPECIALIST & COPYWRITER | UNITED MARKETING PARTNER | 2014-2015

Developed weekly editorial calendars and content plans for clients' Facebook pages, creating copy, images, and dedicated assets for brand activations. Created graphic concepts and materials for digital campaigns across Google, Facebook, Instagram, Pinterest, and websites. Generated, edited, and distributed original daily content while moderating community interactions and consistently optimizing performance based on data analysis and key metrics. Additionally, managed the end-to-end creation and distribution of client Newsletters.

SALES ACCOUNT MANAGER | TNT EXPRESS ROMANIA | 2006-2013

Acquired new clients and maintained relationships with existing ones within a defined geographical territory. Prospected potential leads and presented company services to schedule appointments for the sales team. Identified sales opportunities, optimized visit routes, and developed tailored proposals based on individual client profiles and needs. Managed the client portfolio using sales management systems and consistently updated the database with relevant insights and observations.

TRAVEL ACCOUNT MANAGER | RODDIA | 2005 - 2006

Developed and managed the agency's database and service portfolio, including the website and brochures, and designed marketing strategies in collaboration with external partners. Created and sold tailored incentive solutions for corporate clients, identified and maintained strategic partnerships, and managed online communication via the website and newsletters, contributing to increased brand visibility and customer loyalty.

FRONT DESK SHIFT LEADER | IBIS BUCHAREST NORTH RAILWAY STATION | 2001-2005

Supervised reception operations, ensuring compliance with hotel regulations and implementing process corrections when necessary. Managed daily financial reports and cash handling, while maintaining seamless communication with the team and other departments to ensure an efficient and organized Front Office workflow.

COURSES & CERTIFICATIONS

- Hotel Receptionist Course – T.H.R. Consulting Group, approved by the Romanian Ministry of Tourism and Transport
- Tourism Management Course – T.H.R. Consulting Group, approved by the Romanian Ministry of Tourism and Transport
- Security Awareness Certificate for Cruise Personnel – Marlins

FOREIGN LANGUAGES:

English – Advanced
French – Intermediate
Italian – Intermediate

HOBBIES:

Travel & Camping, Photography, Psychology, Philosophy, Reading, Fashion & Interior Design, Swimming, Graphic Design, Creative Writing.