



# Laura-Elena Ghinea

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Braşov, Romania

## Skills

*Creative Direction & Brand Strategy*  
*Identity Systems & Visual Branding*  
*Communication & Campaigns*  
*Client Advisory & Workshops*  
*Adobe Creative Suite (Ps, Ai, Id)*

## Languages

*Romanian – Native*  
*English – Advanced (C1, EDI Certificate)*  
*French – Basic*

## Education

*Master's Degree*  
*Management of Image Campaigns*  
*Transilvania University of Braşov,*  
*Faculty of Sociology and Communication*  
*| 2015 – 2017*

*Bachelor's Degree*  
*Communication and Public Relations*  
*Transilvania University of Braşov,*  
*Faculty of Sociology and Communication*  
*| 2012 – 2015*

*High School Diploma*  
*Social Sciences at National College*  
*"Mihai Viteazul," Sfântu Gheorghe*  
*| 2008 – 2012*

## Professional Summary

**Creative Director and Strategic Designer with extensive experience in branding, identity systems, and communication strategy.**

Co-founder of Brandis, a branding agency specialized in hospitality, real estate, and lifestyle industries. Skilled in leading creative processes from concept to execution, shaping brand narratives that balance strategic clarity with emotional resonance. Experienced in mentoring creative teams and guiding clients through brand transformations that endure over time.

## Professional Experience

### **Co-founder & Creative Director / Strategic Designer** **Brandis, Braşov | 2018 – Present**

- Develop and lead branding strategies, from positioning and naming to full identity systems.
- Direct creative campaigns across digital and offline media, ensuring cohesive storytelling.
- Guide and mentor a creative team, overseeing concept development and design execution.
- Build long-term brand platforms for clients in hospitality, real estate, and lifestyle.
- Key clients: ROKMAN Evolution Development, Cosmopolit, QOSMO Braşov Hotel, Kronwell Braşov Hotel, BELAQVA, Swissôtel Poiana Braşov, The Alley Aparthotel, Serenity Resort, Nestelli Jewelry, Panner Maison, One Soul Restaurant, Cartofisserie, Cronos Med.

### **Marketing Manager**

Kronwell Braşov Hotel | 2017 – 2018

### **Marketing Assistant**

Kronwell Braşov Hotel | 2015 – 2017

### **Graphic Designer**

Century Image Agency, Braşov | 2014

### **Vice President & PR Department Member (Volunteer)**

PRIME Braşov Student Association | 2012 – 2015