

# Monika Karacsony

Date of birth: 22.04.1982 | Email: karacsony.monika@gmail.com | Phone: 0756 042 001  
LinkedIn: linkedin.com/in/monikakaracsony | Location: Bucharest, Romania

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## PROFESSIONAL PROFILE

Communications and public relations expert (PR manager) with over 15 years of experience in communications, PR, marketing, and management, with a focus on cultural projects and exhibitions.

*“With over 15 years of experience in communications, PR, and marketing across various fields, I want to direct my professional path toward initiatives that harness and support culture in all its forms, because I believe in its power to connect people and communities.”*

## RELEVANT EXPERIENCE

### **Freelancer — PR & Communications (national / international — USA, UK, Germany, Austria, Hungary, Romania)**

2011 — present

- Communication strategy for cultural and commercial projects; press release writing; social media campaign coordination; media and influencer relations.
- Experience managing multiple projects simultaneously and adapting messaging for different audiences.

*Key skills: content strategy; SMO; press release writing; media event coordination.*

### **Co-founder, MONORA KROM — Braşov**

11/2020 — present

- Brand identity development; promotional campaigns; content production coordination; email marketing.

### **Marketing Specialist — WebGlue, Bucharest**

03/2017 — present

- Digital campaigns, SEO/SEM, video marketing, LinkedIn, YouTube; preparation of materials for press and partners.

### **Hotel Manager — DH Group, Braşov**

09/2015 — 11/2020

- Operational coordination, client and local press relations; organization of events and launches.

### **PR Consultant / PR Assistant — various organizations**

2006 — 2008

- Drafting materials, media monitoring, organization of press conferences and regional events.

## KEY ACHIEVEMENTS & PROJECTS

- Development and implementation of communication strategies for local launches and exhibitions.
- Organization of press conferences and related events; management of relationships with journalists and influencers.

## PROFESSIONAL SKILLS

**Communications & PR:** press release writing, media relations, journalist briefings, press conference organization.

**Digital & Social Media:** social media strategy, content planning, Facebook/LinkedIn/YouTube, SMO.

**Project Management:** activity planning, supplier coordination, results reporting.

**Tools:** Canva, Google Drive, Trello, Mailchimp, SEO, Google Ads, Zoom.

## EDUCATION

- Master's in Cultural Entrepreneurship and Management of Theatrical Institutions — UNATC “I.L. Caragiale,” Faculty of Theatre
- Master's in Content & TV Production — UNATC, Faculty of Film
- Master's in Communication and Public Relations — SNSPA, David Ogilvy Faculty (2005–2007)
- Bachelor's in Social Communication and Public Relations — Babeş-Bolyai University (2001–2005)

## LANGUAGES

- Romanian: native
- Hungarian: native
- English: C2 (advanced)
- German: A1–A2 (basic)

## ADMINISTRATIVE DETAILS

Sole trader entity (PFA): KARACSONY B MONIKA PFA, F8/669/2016, Tax ID 36622748 (registered office: Braşov)

Driving licence: B

## CULTURAL PROJECTS

### **1st Assistant Director & Script Supervisor | UNATC × PRO TV TV Exercise (pilot episode) | 2026**

Simultaneously fulfilled the roles of 1st AD and script supervisor on a television project produced as a professional exercise in collaboration with PRO TV.

### **PR | Structuralism Iterativ Conştient (cultural project) | 2026**

Managed communications and promotion for a contemporary cultural project.

### **Workshop Facilitator | Artistic PR Workshop | February 2026**

Led a workshop dedicated to promotion and communication in the artistic field.

### **Volunteer | UNITER Gala | 2026**

Attended Romanian theatre's most prestigious awards gala.

### **Script Supervisor | La Cămin (short film) | 2025**

Tracked scene continuity and ensured coherence between shots throughout filming.

### **1st Assistant Director | Mirror Mirror (short film) | 2025**

Coordinated the filming crew and managed the on-set production schedule.

### **Organizing Team Member | Jazz & Blues Festival Braşov | 2024 & 2025**

Part of the festival's organizing team across two consecutive editions.

### **PR | The Secret of Pin-up Island (feature film) | 2024**

Coordinated communications and promotion for the film.

### **Dracula Film Festival | 2024**

Part of the festival's organizing team.