

OANA MARINESCU

Expert in Strategic Communication & Public Affairs



Oana Marinescu lives by the belief that proficient communication is based on empathy and values - on sharing and standing by your own values, while understanding and respecting those of others. Her experience in fully managing and converting wide-scope projects into reality, both at home and internationally, is rich and highly worthy.

Major Achievements

- Romania's Secretary of State and Government's Spokesperson, 2005 – 2007
- General Director for Public Diplomacy with Romanian Ministry of Foreign Affairs, 2008 - 2010
- Managing Director of OMA Vision, a Strategic Communication & PR Company since 2010

Professional Background

- Oana Marinescu is the founder and managing director of OMA Vision Projects (in 2010), a strategic communication, PR and public affairs consulting company. A respected expert in her field at the political, diplomatic and top institutional level, Oana creates and implements strategies with vision and credibility, opening up new perspectives of positioning, action and growth not only to the targeted stakeholders, but also to the public at large.
- Between 2012-2017 Oana Marinescu was the Communications Director of the George Enescu International Festival and Competition. The communication campaigns developed for the largest international cultural event organized by Romania have successfully met their strategic objective to consolidate the recognition of the Festival as Romania's cultural brand. For these projects OMA Vision received the Gold Award (2013, 2014) and Silver Award (2015, 2016) for Excellence (in Communication for the General Public Section) and the Silver Award (2013-2016) for Excellence (in Culture, Art, Fashion, Sport Section) at the Romanian PR Awards Gala.
- Oana Marinescu belongs to the initiative group who started, in July 2017, the Respect Platform – a platform of civil action constituted by citizens and governmental organizations who have united around certain values and fundamental democratic principles in order to protect and promote the rights and freedoms of each citizen of Romania.

Due to a heightened sense of situational and contextual awareness, Oana has set off in the last decade a longed-for change to the Romanian landscape of public debate, policy making, public perception and cross-cultural understanding. For her the question is never *who's going to let me*, but *who's going to stop me now*.

- From March 2008 to July 2010 Oana Marinescu was Director General for Public Diplomacy with Romania's Ministry of Foreign Affairs. Her responsibility was to coordinate and oversee media relations, public and cultural diplomacy, and public information. In this capacity, Oana ran the communication on key issues on European affairs; managed several key reforms of the ministry's public communication activity, and coordinated complex public communication campaigns on diverse topics in Romania and abroad (i.e., the Romania vs Ukraine trial in the International Court of Justice; the "Piazza di Romania" campaign in Italy; the public information campaign on elections abroad 2008/2009; "RO 20: Romania 1989-2009"; "Visas for the USA", etc). As team leader, she initiated and developed the Ministry's rebranding and reorganizing process.
- In 2008 and 2009 Oana collaborated with the National School of Political and Administrative Studies (Bucharest), lecturing on institutional communication for master's degree students.
- Between January 2005 and February 2007 Oana Marinescu was State Secretary and Romania's Government Spokesperson. In this position, she implemented important reforms and projects designed to improve the government's public communications. These included changes in the communication structures of government agencies that resulted in more effective public communication of the Cabinet and included also projects making the European integration process more transparent and appealing to the media and the stakeholders. The reforms provided greater access to information about government decisions and made the use of public money for purchase of state advertising more transparent. Relations with media were modernized and improved; a modern, professional Press Center was created at Government headquarters; a newsletter on European affairs was launched, and professional training for communication specialists was provided in all governmental structures.

From 2000 to 2004 she worked as a Political and Press Officer with the British Embassy in Bucharest, covering Romania and Republic of Moldova, as well as a Consultant for Public Communication.

Before 2000 she had a career in journalism, reporting on domestic politics for two major national newspapers.

Educational Background

Bachelor's Degree in Political Science.

Master's Degree in Political Communication.

Post-graduate Courses in Public Communication; Theory & Practice of Diplomacy; Public Diplomacy; European Affairs.

Fluent in English and French.

Contributions

Oana enjoys sharing her experience, thoughts and insights by contributing to publications (i.e. Foreign Policy Romania) and public conferences on various topics such as media, communication, or public affairs, public diplomacy, including from a European perspective. She provides pro bono support to students and young professionals who have a good project in which they believe.