

George Bonea

Marketing Manager & Brand Strategist / Storyteller

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PROFESSIONAL SUMMARY

Brand strategist, copywriter, and storyteller with +15 years of experience building audience-driven brands, crafting editorial voice, and executing full-funnel marketing campaigns across digital and offline channels. Proven ability to own both strategy and execution: from brand positioning and messaging architecture to CRM flows, performance campaigns, and UX writing. Academic background in sociology and anthropology sharpens audience insight, cultural relevance, and behavioral understanding.

CORE COMPETENCIES

Brand Strategy & Positioning • Editorial Voice & Tone of Voice • 360° Campaign Planning & Execution
Copywriting & UX Writing • CRM & Lifecycle Marketing • Performance Marketing (Meta, Google, TikTok)
Audience Insights & Behavioral Analysis • Content & Editorial Strategy • Community & Partnership Building
Subscription & Retention Models • Cultural Insight (PhD, Sociology/Anthropology)

PROFESSIONAL EXPERIENCE

Brand Manager & Head of Copywriting

Oct 2022 – Present

Skillab & Skvot — International EdTech Platform

- Owned brand strategy, editorial voice, and content positioning across a 240,000+ active user base spanning multiple content verticals.
- Led and coordinated a cross-functional team of ~30 professionals (creative, design, production, sales) across 5+ countries, maintaining brand consistency and campaign quality.
- Planned and executed 360° campaigns for course and content launches — spanning social, performance, email, push notifications, and platform assets.
- Built CRM-aligned lifecycle communication strategies with personalized messaging flows, improving activation, engagement, and retention metrics.
- Applied behavioral and audience insights to optimize creative direction, messaging, and targeting across campaigns.
- Collaborated with Product and Operations on UX writing, onboarding flows, and integrated user journey design.

Co-Founder & Brand Manager

Jan 2026 – Present

Sustainability Express — International Hackathon Initiative

- Built a purpose-driven brand from scratch: positioning, narrative, creative identity, and communication systems across all channels.
- Secured €20,000+ in fundraising through brand-led partner and media engagement, achieving national and international press coverage.
- Designed and executed integrated campaigns for a multi-stakeholder initiative involving 30+ participants, 30+ mentors, and 50+ partners.

Director of Communications

Dec 2024 – Dec 2025

EFdeN

- Defined and implemented full organizational brand and communication strategy, owning messaging across all stakeholder and audience touchpoints.
- Led award-winning awareness campaigns (PR Award) that significantly grew brand visibility in education and civic ecosystems.
- Coordinated campaigns that secured up to €200,000 in project funding, from creative concept through execution and reporting.
- Drove automation and personalization improvements across digital and social channels, improving reach and content performance.

Creative Director

Feb 2025 – Sep 2025

Cartea Daliei (Non-profit) — România & USA

- Defined brand identity and editorial direction across two international markets, ensuring consistent audience experience at every touchpoint.
- Adapted messaging and content strategy for international expansion into the US market.
- Built strategic partnerships and managed external collaborators to scale reach and community impact.

Copywriter — Branding & UX Team

2021

Voxa — România's leading audiobook, e-book & podcast platform

- Contributed to the brand's voice and editorial positioning as part of the core copywriting team, working on branding campaigns and in-app content for Romania's first and largest audiobook and e-book platform.
- Developed copy for user-facing touchpoints including app messaging, campaign materials, and editorial content connecting catalogue titles to reader interests.

Copywriter & UX Writer

Aug 2021 – Sep 2023

KooKoo Grocery — Eco Grocery Startup

- Built brand voice, tone of voice, and original content strategy for an eco-product startup with a distinctive, playful personality.
- Wrote UX copy, product descriptions, campaign content, and social media — ensuring a consistent and engaging brand experience.

Content Manager & UX Copywriter

Feb 2022 – May 2023

Yepp Interactive — Sports Fan App (Startup)

- Owned content strategy and UX writing for a startup app bringing sports fans together around shared experiences.
- Developed onboarding flows, in-app messaging, and editorial content — combining engagement strategy with clear, conversion-focused copy.

Copywriter & Communications Strategist

Jun 2022 – Present

The Mansion Advertising — Collaborator

- Developed brand positioning, integrated campaign strategies, and creative briefs for clients across banking (BRD), insurance (OmniaSig), retail (Scandia), and FMCG (Bonduelle).
- Built CRM-aligned communication frameworks supporting audience engagement, retention, and brand loyalty across industries.

Scriptwriter

Aug 2021 – Mar 2025

Canopy Agency — Performance Marketing (UK & România)

- Created creative video scripts for one of the UK and Romania's leading performance marketing agencies, combining storytelling with conversion-driven messaging.

Senior Copywriter

Aug 2017 – Present (incl. freelance)

Minio Studio — Creative Agency

- Worked in-house and as a collaborator on award-oriented campaigns across multiple industries, contributing to brand storytelling, ATL/BTL campaigns, and integrated activations.

University Teaching Assistant

Oct 2023 – Present

University of Bucharest

- Applied sociological and anthropological frameworks to analyze audience behavior, cultural trends, and community dynamics.
- Translated academic insight on motivation and engagement into models applicable to brand strategy and content positioning.

EDUCATION

PhD in Sociology (Ongoing)

2023 – Present

University of Bucharest

Research: "Outdoor Advertising: Differences and Perceptions between poor and wealthy neighborhoods", applied work on audience perception, cultural context, and communication.

Master's in Sociology

2020 – 2022

SNSPA — National University of Political Studies and Public Administration

Thesis: Inmates' perception of luxury consumption, research on desire, identity, and behavioral motivation.

SELECTED PROGRAMS & WORKSHOPS

- AnthroArt Bootcamp — Bucharest, 2024 & 2025: Creative + anthropological field research applied to a civic issue.
- The Human Mind and the Open Society — CEU Budapest, 2024: Multidisciplinary urban experience design.
- Rainbow Youth Program — Turin, Italy, 2022: Led Romanian team for European inclusion program.
- DocumAction Program — Kalamata, Greece, 2021: Led a team of six to create a short documentary aired at the Peloponnisos International Documentary Festival.

LANGUAGES

Romanian (Native) | **English** (Advanced – C1/C2) | **Spanish** (Beginner – A2)