



MARTA STOIAN

Dynamic and highly skilled professional with extensive experience in project management, diplomacy, and government affairs. Proven track record in policy analysis, crisis management, and event coordination, with a strong focus on international relations and public-private partnerships. Equipped with advanced academic training in economics, psychology, and diplomacy, complemented by expertise in digitalization and its impact on organizational culture. Adept at fostering cross-departmental collaboration, and delivering impactful strategies to drive sustainable development.

SKILLS

- Project Management
- Strategic Planning & Coordination
- Diplomacy & Protocol
- Policy Analysis & Development
- Negotiation & Conflict Resolution
- Stakeholder Management
- Adaptability & Problem-Solving
- Consular Processes and International Relations
- Documentation & Reporting

LANGUAGES

- English (FLUENT)
- French (BEGINNER)
- Turkish (BEGINNER)

WORK EXPERIENCE

Marketing & Account Manager

Invent New Business | Bucharest, Romania
09.2025 – present

- Own day-to-day relationships for key accounts, translating client goals into clear briefs, roadmaps, and priorities.
- Lead integrated 360° campaigns across digital, social, influencer, and ATL, aligning creative, media, and production to deliver on time and on brand.
- Manage budgets, scopes, and timelines; brief partners negotiate with vendors, and oversee billing, forecasting, and margin.
- Track performance against KPIs, run A/B tests and post-campaign reviews, and turn insights into optimizations and upsell opportunities.
- Develop brand and communications strategy grounded in audience insights; author clear POVs and client-ready decks to align stakeholders and secure approvals.

The Government of Romania | Bucharest, Romania
2019 - 2024

Advisor – Head of the Chancellery of the Prime Minister
07.2023 – 12.2024

- Coordinated strategic initiatives and high-level meetings within the Chancellery, streamlining workflows and reducing process time through effective use of internal tools.
- Managed cross-functional communication among government, ministries, agencies, and international partners; prepared data-driven reports and presentations to support decision-making.
- Oversaw project milestones, policy alignment, and risk mitigation, ensuring compliance with national/international standards and continuity of execution.
- Led logistics for official events and acted as liaison with the private sector, fostering partnerships and integrating industry insights into public policy.
- Drafted strategic documents and facilitated interdepartmental coordination to support cohesive governance and impactful policy implementation.

Advisor – Protocol & Foreign Affairs Department
11.2019 – 07.2023

- Coordinated high-level foreign and domestic visits, events, and ceremonies for the Prime Minister, ensuring protocol and security compliance.
- Built strategic partnerships with stakeholders across sectors and international organizations; developed agendas aligned with diplomatic priorities.
- Advised on diplomatic protocol and managed crisis communication and media coordination during high-profile events.
- Planned and executed diplomatic functions, enhanced visibility through targeted campaigns, and ensured operational excellence.
- Handled administrative tasks and time-sensitive priorities with precision and adaptability.

Advisor – Head of the Chancellery of the Prime Minister
04.2019 – 11.2019

- Facilitated communication between the Prime Minister's office and state counselors on political and economic priorities.
- Provided strategic input on organizational matters and policy alignment with national objectives.
- Managed public-private partnerships and contributed to drafting key government communications.
- Supported strategy development through impact analysis and oversaw implementation of government initiatives.

- Organized high-level meetings and ensured regulatory compliance in execution.

Intern – Consular Department

Ministry of Foreign Affairs of Romania | Bucharest, Romania
04.2017 – 07.2017

- Assisted in developing policies to enhance engagement with Romanian communities abroad.
- Provided consular support services, ensuring effective communication and assistance to Romanian citizens.
- Supported the Consular Department's efforts in international cooperation and strengthening diplomatic relations.

PROFESSIONAL CERTIFICATIONS

Certified Coaching Specialist – Accredited by ANC, Ministry of Labor & Social Solidarity & Ministry of Education – COR Code 242412
2025 – present

Certified Project Manager – Accredited by ANC, Ministry of Labor & Social Solidarity & Ministry of Education – COR Code 242101
2025

Certified Personal Development Counselor – Accredited by ANC, Ministry of Labor & Social Solidarity & Ministry of Education – COR Code 242324
2025

EDUCATION

Ph.D. in Economics
Bucharest University of Economic Studies
2022 – present

Thesis: *The Development of Human Capital in the Context of Digitalization and Its Impact on Organizational Culture*

Postgraduate Degree in Applied Psychology in Diplomacy and International Relations

University of Bucharest
2021 – 2022

MBA - Entrepreneurship and Business Administration in Energy

Bucharest University of Economic Studies - FABIZ
2018 – 2020

Master's Degree in Diplomacy in the International Economy

Bucharest University of Economic Studies – International
Business and Economics
2018 – 2020

Research Volunteer – Viborg International School

Viborg, Denmark
04.2018 – 06.2018

Exchange Program – Social Entrepreneurship

VIA University College, Denmark
02.2018 – 07.2018

Trainee at Training Center for Consular Staff

Ministry of Foreign Affairs of Romania
2017

Bachelor's Degree in Economics

Bucharest University of Economic Studies
2014 – 2018