



Bogdan Tomoiagă

Executive Director at Graffiti PR

About: with 18 years of experience in public relations, events organizing and journalism, I am keen about what is next in our industry.

Experience:

Executive Director

Graffiti PR – Bucharest, Romania

March 2014 – Present

As the CEO of GraffitiPR, I am responsible for:

Business strategy, development of the consultancy product, managing the organization and the people. I am all about engaging, developing, and attracting the best talent. One of the most important activity is the commercial and financial health of the business and the profile and reputation of the agency in the country and beyond in the Ketchum network.

About GraffitiPR:

We are THE PR Agency that: changed the Traditional PR product from Media Relation to PR Driven Integrated Marketing. We are evolving our brand from public relations alone to communications consultancy.

We are THE agency that won the 1st Effie award, so we like to say that our work is meant to earn trust, to build reputation but also to have a real impact on business.

We are THE agency that understood that CSR and sustainability would be game changers and built the largest division with the greatest skills available on the local market.

We are THE exclusive Ketchum affiliate on the Romanian market and part of MMK+ and OneVoice.

Our People – We have embedded in the agency creatives, planners and paid experts, alongside with digital content consultants. So, part of all employees are no longer classic PR experts. They do things differently, with more visuals, better production value and with social opportunity, whilst still aiming for earned at the core. They are entrepreneurial and assertive.

In the PR driven Marketing approach, we have embraced Earned Creative, ideas and solutions that are social by design, media neutral, rooted in purpose, as fast as the news cycle and able to spark substantive change and dialogue. As like to say it – we create engagement with a positive impact in and beyond the business of our clients.

Sr. PR Consultant

GraffitiPR

Aug 2011 – March 2014 ·

+ Client Leader for Petrom OMV CSR Department, Dacia Renault Group, Blue Air, British American Tobacco, Nestle, coordinating the yearly communication strategy, supervising a team of aprox 8 people, overseeing the day-to-day activities, product launch campaigns (such as Dacia Stepway, Țara lui Andrei activities, Nestle Brand Portfolio), big events in which the agency was involved and the CSR programs.

PR Manager

PLEON Graffiti

Dec 2005 – Jul 2011 ·

+ I was in charge with PR driven campaigns for Pepsi and Dacia Renault. Very consistent experience in FMCG, auto-moto, transportation and retail.
+ Pleon was Europe's leading communications consultancy, creating and implementing strategies for private and public sector organizations around the world. The Agency has 33 branded offices with more than 1000 employees in 16 European countries and associate agencies in ten countries across Europe, Middle East and Africa

Education & Skills

SNSPA – Master of Arts in Audio Video Communication – 2003–2005

Journalism and Communication Sciences, University Lucian Blaga, Sibiu

