ALESSANDRA CONSTANTINESCU

Marketing Strategist | Brand Strategy | Communications | Electronic Music Industry

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PROFESSIONAL PROFILE

Marketing strategist with 11+ years of experience in brand positioning, communications and commercial strategy, working with B2C brands across retail, FMCG, shopping centres, QSR and hospitality. Alongside consulting work, developed an in-depth understanding of the electronic music industry through independent research, editorial work and direct engagement with artists, labels, promoters and festivals across Europe. Combines commercial strategy with cultural insight, helping organizations build brands that are credible, relevant and sustainable over time — with particular interest in opportunities where marketing, partnerships, communications and audience development intersect within the international electronic music industry.

CORE EXPERTISE

- Brand Strategy
- Brand Positioning
- Marketing Strategy
- Marketing Communications
- Content Strategy
- Audience Development
- Partnership Marketing
- Editorial Strategy
- Campaign Planning
- Community Building
- Cross-functional Collaboration
- Project Management

PROFESSIONAL EXPERIENCE

Electronic Music & Creative Communities Research

January 2020 – Present

Independent — *Bucharest, Romania*

- Conduct ongoing independent research into electronic music culture, communities and industry structures through direct engagement with artists, promoters, festivals and labels.
- Attend clubs, festivals and industry events across Europe to document emerging trends, community dynamics and audience behaviour.
- Build relationships with artists, promoters, labels and other professionals across the electronic music ecosystem.
- Analyse marketing, communication and audience development within independent music environments, connecting industry observations with strategic brand thinking.
- Since February 2026, publish long-form editorial articles, interviews and industry analysis through an independent Substack publication, focused on artists, communities and structural changes within electronic music rather than news or promotional coverage.

Managing Partner

July 2015 – Present

thnk. — *Bucharest, Romania*

- Lead marketing strategy, brand positioning and communications for B2C brands across retail, FMCG, shopping centres, QSR and hospitality, translating commercial objectives into long-term brand initiatives and integrated campaigns.
- Develop integrated marketing strategies, campaign concepts and messaging across digital, retail and in-store environments, ensuring a consistent customer experience across all touchpoints.
- Manage projects from strategy through delivery, coordinating timelines, creative direction and collaboration with designers, suppliers and external partners.
- Align marketing initiatives with business objectives, balancing brand development, customer experience and commercial performance.
- Coordinate cross-functional teams and external stakeholders to deliver integrated campaigns across online and offline channels.
- Advise clients on positioning, communication strategy and commercial opportunities, supporting sustainable brand growth beyond individual campaigns.

Project Manager | Sales 2013 – 2015

Attraktion! Group of Companies *Austria*

- Worked closely with management to define project goals, timelines and execution plans.
- Collaborated with creative teams to develop brand initiatives and campaign concepts.
- Managed project delivery, marketing coordination and sales support across multiple initiatives.
- Represented the company at industry events and trade shows.

Sales Manager 2012 – 2013

abc rides Switzerland *Switzerland*

- Managed sales activities across European and U.S. markets.
- Built relationships with clients while coordinating projects between commercial, creative and technical teams.

Project Manager 2011 – 2012

One World Studio GmbH *Berlin, Germany*

- Managed client relationships, project planning and implementation.
- Coordinated multidisciplinary teams and project resources across multiple accounts.

Sales Manager 2009 – 2011

Alterface *Belgium*

- Managed international client accounts and business development activities.
- Supported product launches, commercial partnerships and international trade events.

Communication Coordinator 2008 – 2009

Heimo a.a.M GmbH *Germany*

- Developed communication strategies and coordinated international communication across Europe, Asia and the United States.

Events Coordinator 2005 – 2008

Alda Productie *Romania*

- Coordinated outdoor advertising campaigns and large-scale sporting events.
- Managed logistics, production coordination and on-site operations.

EDUCATION

Bachelor's Degree — University of Bucharest

Public Relations, Advertising & Applied Communication

LANGUAGES

English — Full Professional **German** — Elementary