ALESSANDRA CONSTANTINESCU

Marketing Strategist | Brand Strategy | Communications | Electronic Music Industry

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PROFESSIONAL PROFILE

Marketing and communication professional with 20+ years of experience, including 11+ years leading brand positioning, communications and commercial strategy at thnk. for B2C brands across retail, FMCG, shopping centres, QSR and hospitality. Earlier international career in sales, project management and communication across Germany, Austria, Switzerland and Belgium. 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 · Creative Direction · Content Strategy · Audience Development · Partnership Marketing · Editorial Strategy · Campaign Planning · Community Building · Cross-functional Collaboration · Project Management

PROFESSIONAL EXPERIENCE

Managing Partner

July 2015 – Present

thnk. *Bucharest, Romania*

- Long-term strategic partnership focused on rebranding, positioning, marketing and communication strategy, visual direction, content, digital communication and growth. My role also covers campaign development and the strategic direction of the brand's digital ecosystem, including e-commerce strategy.
- 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 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, cross-functional teams, designers, suppliers and external partners across online and offline channels.
- Align marketing initiatives with business objectives, balancing brand development, customer experience and commercial performance.
- Advise clients on positioning, communication strategy and commercial opportunities, supporting sustainable brand growth beyond individual campaigns.

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.

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

Romanian — Native • English — Full Professional • German — Elementary