

Raluca M. Ion

4119 Rudy, Laval (Quebec), Canada H7R 6K6
Cell phone: (514) 777-8805. Email: raluca71@icloud.com

SUMMARY

- 12 years of experience in marketing and communications in the consulting engineering field, including strategies driven by the enterprise growth objectives to increase reputation and win work, such as: prepositioning tactics for major pursuits, capture planning and proposals preparation, customized marketing collateral and client presentations, internal and external communications, brand compliance.
- Autonomous, intuitive, goals-oriented, thrives in a fast-paced environment, fosters collaborative behaviour and information sharing among team members.
- Bilingual, advanced editing and translation skills (French-English).
- Complete Office Suite; Adobe CS6; Visio; CRM (SAP, Salesforce); SharePoint; functional knowledge of design programs (InDesign, Photoshop).

PROFESSIONAL EXPERIENCE

HATCH – Montréal (QC) Canada

Proposals Coordinator

Infrastructure, East of North America

August 2018-to date

- Identify and analyze RFPs and RFQs, participate in the Go-No Go process;
- Manage CRM (leads and opportunities);
- Organize/facilitate kick-off meeting and support the preparation of strategy and storyboarding, produce proposal's schedule and drive deadlines;
- Manage large volumes of data for the technical proposal sections by closely collaborating with subject matter experts, manage all aspects of the proposal development process (scheduling meetings, coordinating authors/technical writers, admins, designers, printing & delivery, follow-up);
- Ensure the key staff CVs/bios, project profiles, company's description are to date and tailored for the scope, produce the project organization chart, collect all required information and documents from the support services, as needed (legal, HR, etc.);
- Ensure proper documents management and QA per company's procedures;
- Coordinate final proposal assembly and delivery within designated timeline;
- Support sales teams for client interviews and oral presentations;
- Manage the division's advertising and sponsorship programs, produce custom collateral and tailored client presentations;
- Support Hatch's Infrastructure subsidiary in the U.S. (based in New York City) for strategic client presentations and major pursuits, occasionally travel for on-site support with complex proposals.

AECOM – Montréal (QC) Canada

Senior Marketing Specialist

Design Consultancy Services, Americas

Responsible for Marketing-Communications for the Canada Region

2012-July 2018

- Manage a wide variety of regional marketing and communications projects in the Canada region, including cross-business unit and global enterprise initiatives involving a Canadian component, such as multi-faceted marketing campaigns, national sponsorships, advertising and awards programs, client presentations for major pursuits, etc.;
- Proactively collaborate with the regional/business unit leaders, BD and account managers to identify priority areas that can benefit from promotion, and implement promotion tactics and tools to increase visibility and reputation;
- Prepare and share with the local team high-level information for use in marketing and proposals: headcounts, capability statements, enterprise boilerplate, office maps, graphics, awards and rankings, sales sheets, etc.

- Plan the content and ensure adherence to corporate branding guidelines for the production of regional marketing collateral (SOQs, brochures, sales sheets, custom presentations, promotional inserts, etc.);
- Manage major events logistics and budget tracking and ensure brand and policy compliance of deliverables;
- Collaborate with the digital marketing and visualization teams, as well as with the internal communications and other support groups to streamline internal and external communication processes and ensure proper promotion of the enterprise's successes, such as key wins, external awards, major sponsorships, speaking opportunities and thought leadership, key hires, etc.
- Identify and partner with the needed resources to ensure the projects' delivery on time and budget;
- Manage/track the budget and the resources assigned to projects (writers/editors/translators, graphic designers, web developers, external subcontractors, etc.);

Senior Marketing and Communications Coordinator, Global Energy

2010-2012

- Work closely with the global energy leadership to implement various initiatives to increase the visibility and reputation of the global energy group, drive performance and win work;
- Support the sales/BD teams on major pursuits and special projects;
- Manage the production and ensure the brand and messaging compliance of various marketing collateral, including the quarterly global energy magazine (distributed internationally);
- Maintain data for marketing/proposals use (headcounts, office maps, graphics, rankings, awards, bilingual boilerplate, etc.), CVs and project profiles, etc.
- Manage the sponsorships, advertising programs and ensure the logistics of high-level events;
- Manage the resources and budgets involved in the marketing projects;
- Produce performance tables and KPI reports for the global energy leadership meetings (using Salesforce leadership dashboards);

Senior Coordinator, Marketing and Business Development

2007-2010

RSW inc. (AECOM legacy) – Montréal (QC) Canada

- Manage the activities of the marketing team (three direct reports and other collaborators), with support from the VP, marketing and business development;
- Coordinate the preparation of proposals, SOQs and capability statements through a proactive collaboration with the business unit leads and client account managers;
- Research of business opportunities on dedicated websites/other sources, analyse the RFPs and enter opportunities in CRM;
- Prepare performance tables and KPI reports for the leadership meetings;
- Manage the project profiles and CVs databases (in both official languages);
- Optimize company's visibility through various programs and initiatives, such as tradeshow and advertising plans, maintenance of the website; press releases, client newsletters, quarterly company review (bilingual) distributed nationally and internationally, etc.;
- Manage the resources and budgets allocation;
- Assess and hire marketing suppliers and vendors, as needed.

Project Assistant

2003-2007

General Electric Canada (Hydro Division) – Montréal (QC) Canada

- Coordinate the activities of the project management team;
- Produce various performance reports;
- Organize and animate the project review meetings;
- Maintain various databases and perform documents control.

STUDIES

Bachelor's Degree, International Economic Relationships

OTHER INFORMATION

[LinkedIn Profile](#)

Available to travel for work occasionally.

French resume and references can be provided upon demand.