




PERSONAL INFORMATION



Urechescu Laurențiu Liviu

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Sex M | Birthday 01/04/1985 | Nationality Romanian

PROFESIONAL EXPERIENCE

2020 - present

President, Partner, and Administrator

Gazelle Solutions

Type or sector of activity Horticulture and Nutrient Management: Specifically focusing on composting, vermicomposting, and related products.

EDUCATION AND TRAINING

2020-2024

PhD in Horticulture

University of Agronomic Sciences and Veterinary Medicine of Bucharest

PERSONAL SKILLS

Mother tongue(s)

Romanian

Other known foreign languages

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Participating in the conversation	Oral speech	
English	C1	C1	C1	C1	C1
German	B1	B1	B1	B1	B1

Levels: A1/2: Elementary user - B1/2: Independent user - C1/2: Experienced user
Common European Framework of Reference for Foreign Languages

Communication skills

- Strong Interpersonal Communication. Adept at building and maintaining relationships with clients, partners, and stakeholders across various industries, including environmental consultancy, sports management, and media.
- Public Speaking. Frequently delivers workshops and eco-friendly training sessions, presenting complex information in a clear and engaging manner to diverse audiences.
- Team Leadership. Led multiple teams in different sectors (media, sports, consultancy), ensuring effective collaboration and clear communication within cross-functional teams.
- Negotiation and Mediation. Skilled in negotiating contracts and mediating between clients and partners, both locally and internationally, ensuring mutually beneficial outcomes.
- Digital Communication. Experienced in coordinating online communication and social media projects, managing brand image through online platforms, and creating engaging content for public and private sector campaigns.

Organizational/managerial skills

- Leadership and Team Management. Successfully led teams across multiple projects and sectors, from eco-friendly consultancy to sports management and media production. Proven ability to motivate and guide teams towards achieving their goals.
- Project Management. Managed complex projects, including founding and expanding associations and businesses, overseeing their operations, and ensuring timely delivery of objectives.
- Strategic Planning. Developed and implemented strategies for company growth, client acquisition, and market expansion, both in the eco-friendly solutions sector and in international collaborations.
- Budget Management. Efficiently managed budgets for various projects, including training sessions, events, and business operations, ensuring cost-effectiveness and resource optimization.
- Event Coordination. Organized and coordinated large-scale events, such as international rugby tournaments and eco-friendly workshops, handling logistics, team coordination, and external communications.

Skills acquired at work

- Eco-friendly Consultancy. Gained expertise in providing sustainable solutions through composting and vermicomposting, helping clients transition to environmentally friendly practices.
- Market Research. Acquired skills in conducting in-depth market surveys to assess the acceptance of eco-products, such as compost and vermicompost, and comparing them with chemical alternatives.
- Client Relations. Developed strong customer service and advisory skills, effectively expanding the client portfolio by providing tailored solutions and fostering long-term business relationships.
- Sales and Marketing. Enhanced sales and marketing abilities through selling eco-friendly tools, managing brand promotion, and organizing marketing events for product launches and awareness campaigns.
- Team Leadership and Coordination. Improved leadership skills by managing cross-functional teams in various sectors, from consultancy and sports associations to media production, ensuring smooth workflow and project success.
- Financial and Budget Management. Strengthened financial management by overseeing budgets for multiple projects, ensuring cost-effective solutions and maximizing profitability.
- Event Planning and Coordination. Learned to plan and execute large events, such as sports tournaments, workshops, and international meetings, managing logistics and stakeholder communications.
- Business Negotiation. Sharpened negotiation skills in handling contracts, partnerships, and international business relationships, ensuring favorable terms for all parties involved.

Computer skills

- Operating Systems. Proficient in both PC and MAC (Macintosh) environments.
- Microsoft Office Suite. Advanced skills in Word, PowerPoint, Excel, and Access for document creation, presentations, data analysis, and communication.
- Adobe Creative Suite. Expertise in Photoshop, Illustrator, InDesign, Acrobat X, Bridge, Lightroom, and Premiere for graphic design, photo editing, and multimedia production.
- Digital Photography Tools. Knowledge of ACDC software for photo management and editing.
- Internet and Online Tools. Competent in using various online platforms and tools for communication, research, and content creation.
- Graphic Design. Skilled in creating and editing digital content, with certifications in graphic design

Other skills

- Problem-Solving. Strong analytical skills to tackle challenges effectively, whether in business operations or event coordination, with a focus on practical and sustainable solutions.
- Cultural Awareness. Extensive travel experience in over 44 countries, gaining a deep understanding of diverse cultures and enhancing cross-cultural communication.
- Adaptability. Versatility in managing projects across different fields, from eco-friendly solutions to media production, showing flexibility and openness to new challenges.
- Sports. Active involvement in sports, particularly rugby, with experience organizing and participating in international events, promoting health and fitness.

Driving license

- B