

2019-2024

PORT FOLIO

ALINA CALIANU

Contact :

ALINACALIANU@LIVE.COM

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ALINA CALIANU

SAY IT RIGHT, LLC

COPYWRITER &
COMMUNICATIONS CONSULTANT

Experienced copywriter and strategist with a strong command of the English language. Led a strong communications team and worked with global clients, including multi-million-dollar holdings, to enhance their brand reputation and market positioning. My expertise lies in scaling growth and elevating brand images with top-league level content, while addressing challenges such as low industry awareness and crisis management. With extensive multinational experience across the EU, US, and Middle East, I bring a global perspective to B2C and B2B communications consulting.



+966 54 1335193



www.WorkWithAlina.com



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www.linkedin.com/in/alinacalianu

EXPERTISE

B2B Communications	<div style="width: 100%;"><div style="width: 100%;"></div></div>	100%
B2C Communications	<div style="width: 100%;"><div style="width: 100%;"></div></div>	100%
Websites	<div style="width: 100%;"><div style="width: 100%;"></div></div>	100%
Social Media	<div style="width: 100%;"><div style="width: 95%;"></div></div>	95%
Branding	<div style="width: 100%;"><div style="width: 95%;"></div></div>	95%
Ads & Promotional	<div style="width: 100%;"><div style="width: 70%;"></div></div>	70%

LANGUAGES

English	<div style="width: 100%;"><div style="width: 100%;"></div></div>	100%
Spanish	<div style="width: 100%;"><div style="width: 80%;"></div></div>	80%
French	<div style="width: 100%;"><div style="width: 65%;"></div></div>	65%
Arabic	<div style="width: 100%;"><div style="width: 20%;"></div></div>	20%

EDUCATION

Master - Interdisciplinary Studies *(Partially Completed)* (Specialization: Communication, Public Administration, Education)

University of Montana
Missoula, MT - USA

2012 - 2013

Bachelor Of Science - Business Administration (Specialization: Marketing & International Business)

University of Montana
Missoula, MT - USA

2007 - 2011

CLIENTS

With Boxon (Employed)

Alturki Holding, Sulaiman Alrajhi Holding, Nesma & Partners, Miahona, Electricity & Water Authority - Bahrain, Bahrain Tourism & Exhibitions Authority, Estedama, ArcelorMittal - Jubail, Aljumaih Holding, ARO Drilling, Gulf Insulation Group, Saudi Tabreed, City Cool, Mueen, SAJCO, TAQA

With Say It Right (Self-Employed)

Deer Park Lumber, Eagle One Roofing, Leads Market, Assasiyat Alenayah, Lomray, Rebel Queen, Fierce Bold Technology, The Writing Boutique, Ink Worthy Books



Access the full resume [here](#).



WEBSITE COPY

COPYWRITING



CASE STUDY

**Access additional samples of website copy and landing pages [here](#).*

Estedama

CLIENT INFORMATION

Services: Treatment and transportation of oil & gas waste

Industry: Industrial Waste Management

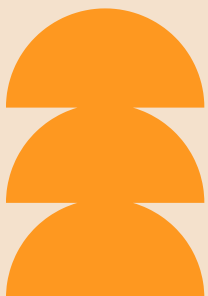
Country: Saudi Arabia

PROJECT DETAILS

Scope of work: website content

Pain points: no digital presence, lack of awareness

Goal: highlight the company's long tenure and specialized industry solutions, showcase professionalism and sector authority



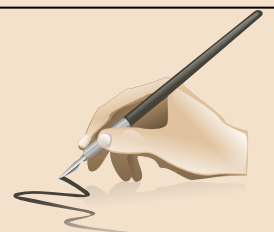
SOLUTION

Data gathering: primary sources - interviews with GM

Deliverables: sitemap, SEO-driven web copy

Website: <https://estedama.com.sa/>

Disclaimer: work completed under employment with Boxon





CASE STUDY

**Access additional samples of website copy and landing pages [here](#).*

Mueen

CLIENT INFORMATION

Services: Staffing (B2B) and short-term labor (B2C)

Industry: Human Resources

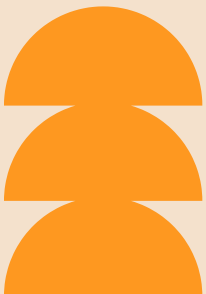
Country: Saudi Arabia

PROJECT DETAILS

Scope of work: website content

Pain points: no digital presence, no brand image

Goal: clarify the company's services and highlight the wide range of solutions, support their rebranding efforts



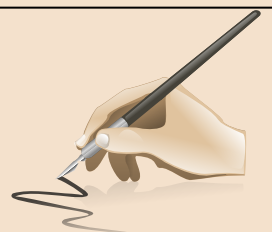
SOLUTION

Data gathering: primary sources - interviews with CEO, company materials

Deliverables: sitemap, SEO-driven web copy

Website: <https://www.mueen.com.sa/>

Disclaimer: work completed under employment with Boxon





CASE STUDY

**Access additional samples of website copy and landing pages [here](#).*

Deer Park Lumber

CLIENT INFORMATION

Products & services: Log and timber sales, forest management

Industry: Forestry & wood products

Country: United States

PROJECT DETAILS

Scope of work: website content

Pain points: poor digital presence, lack of awareness

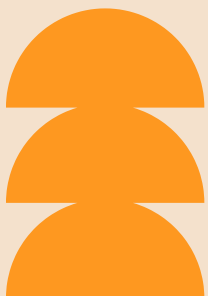
Goal: attract more high-caliber clients including landowners and real estate developers, expand sales

SOLUTION

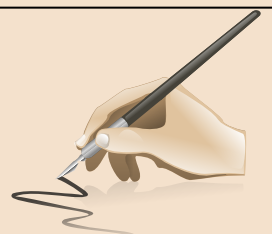
Data gathering: primary sources - interviews with executive team, company materials

Deliverables: SEO-driven web copy

Website: <https://www.deerparklumberinc.com/>



Disclaimer: work completed as a sub-contractor for Design Done Right





CASE STUDY

**Access additional samples of website copy and landing pages [here](#).*

**Eagle One
Roofing**

CLIENT INFORMATION

Services: Roofing, waterproofing, sheet metal solutions

Industry: Construction

Country: United States

PROJECT DETAILS

Scope of work: website content

Pain points: poor digital presence, high competition

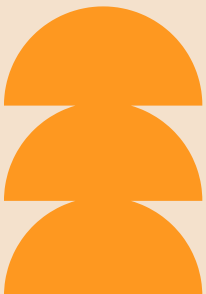
Goal: clarify the company's services and highlight the wide range of solutions, position them as a leader in the New York tri-state area/market

SOLUTION

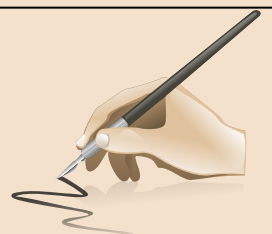
Data gathering: primary sources - interviews with CEO, company materials

Deliverables: SEO-driven web copy

Website: <http://www.eagleoneroofing.com/>



Disclaimer: work completed as a sub-contractor for
Design Done Right





ARTICLES & BLOGS

COPYWRITING



CASE STUDY

**Access additional samples of blogs and thought leadership articles [here](#).*

Estedama

CLIENT INFORMATION

Services: Treatment and transportation of oil & gas waste

Industry: Industrial Waste Management

Country: Saudi Arabia

PROJECT DETAILS

Scope of work: thought leadership articles (B2B)

Pain points: lack of clarity around their unique, specialized solutions and overall industry

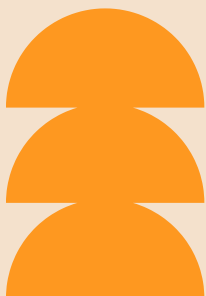
Goal: build trust and credibility, position the company as a market leader, increase website traffic

SOLUTION

Data gathering: secondary sources - published research

Deliverables: well-researched, concise articles

Sample: <https://estedama.com.sa/en/revolutionizing-waste-management-the-role-of-mobile-recycling-plants>



Disclaimer: work completed under employment with Boxon





CASE STUDY

**Access additional samples of blogs and thought leadership articles [here](#).*

City Cool

CLIENT INFORMATION

Services: District cooling solutions

Industry: Cooling & Energy

Country: Saudi Arabia

PROJECT DETAILS

Scope of work: thought leadership articles (B2B)

Pain points: lack of clarity around their industry, recent market entrant in KSA

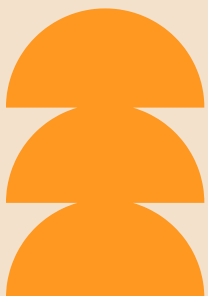
Goal: build trust and credibility, showcase expertise and alignment with Vision 2030

SOLUTION

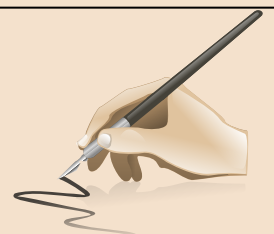
Data gathering: secondary sources - published research

Deliverables: well-researched, concise articles

Sample: <https://www.citycool.com/en/district-cooling-a-catalyst-for-global-energy-efficiency>



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CASE STUDY

*Access additional samples of blogs and thought leadership articles [here](#).

Fierce Bold Technology

CLIENT INFORMATION

Services: Digital systems and solutions for online businesses

Industry: Business Consulting

Country: United States

PROJECT DETAILS

Scope of work: blogs (B2C)

Pain points: high competition, lack of awareness and understanding around their solutions

Goal: increase website traffic, give a glimpse into their solutions

SOLUTION

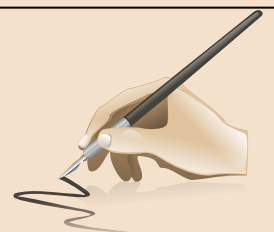
Data gathering: primary & secondary sources

Deliverables: comprehensive blogs

Sample: <https://fierceboldtechnology.com/elementor-1981/>



Disclaimer: work completed as a direct service provider





CORPORATE MATERIALS

COPYWRITING



CASE STUDY

**Access additional samples of corporate materials [here](#).*

Miahona

CLIENT INFORMATION

Services: Build, operate, and maintain water infrastructure solutions

Industry: Water & Energy

Country: Saudi Arabia

PROJECT DETAILS

Scope of work: company profile

Pain points: IPO preparations, change management

Goal: build up the company's brand image and provide sufficient detail for prospective investors

SOLUTION

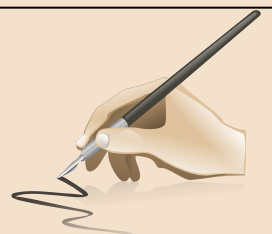
Data gathering: primary sources - interviews with executive team, company materials

Deliverables: comprehensive, structured profile

Corporate Profile: <https://1drv.ms/b/s!AgERcDZ2vgry3ml-SNYcLI2oCNLI?e=Q48ljY>



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CASE STUDY

**Access additional samples of corporate materials [here](#).*

**Cloud
Angels**

CLIENT INFORMATION

Services: Lead generation, product development

Industry: Business Consultancy

Country: United Kingdom

PROJECT DETAILS

Scope of work: company profile

Pain points: no digital presence, lack of awareness

Goal: position the company as an approachable yet expert solutions provider, clarify range of services

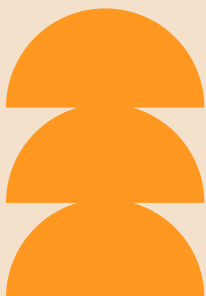
SOLUTION

Data gathering: primary sources - interviews with CEO

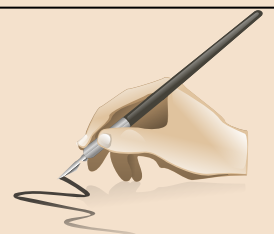
Deliverables: concise, structured profile

Corporate Profile:

<https://1drv.ms/b/s!AgERcDZ2vgry3wUASHNtfHFsQUYk?e=9FdoKX>



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MARKETING COLLATERAL

COPYWRITING



CASE STUDY

**Access additional samples of promotional materials [here](#).*

Muharraq Lagoon

CLIENT INFORMATION

Services: New wellness district

Industry: Real Estate Development

Country: Bahrain

PROJECT DETAILS

Scope of work: brochure

Pain points: first-of-its-kind undertaking in Bahrain which may conflict with local priorities

Goal: attract reputable healthcare providers, build positive anticipation

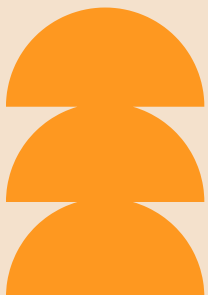
SOLUTION

Data gathering: primary sources - interviews with executive team, company materials

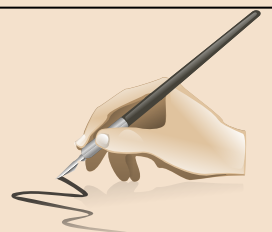
Deliverables: well-structured promotional content for brochure

Brochure Content:

<https://1drv.ms/b/s!AgERcDZ2vgry3w48SwULSDmuvqao?e=pxggdz>



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CASE STUDY

**Access additional samples of promotional materials [here](#).*

**ARO
Drilling**

CLIENT INFORMATION

Services: Offshore drilling

Industry: Oil & gas

Country: Saudi Arabia

PROJECT DETAILS

Scope of work: promotion/launch campaign - social media

Pain points: putting technical information and industry jargon into laymen terms for the general public

Goal: clarifying the significance of their new rig launch, aligning the company with Vision 2030

SOLUTION

Data gathering: primary sources - interviews with executive team, company materials

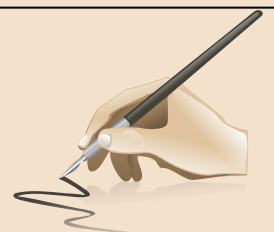
Deliverables: well-structured social media content calendar

Social Media Content:

<https://1drv.ms/b/s!AgERcDZ2vgry3xRWELWIEGPJ5EMQ?e=NkstEz>



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CONTENT STRATEGY

COPYWRITING



CASE STUDY

**Bahrain
Tourism &
Exhibitions
Authority**

CLIENT INFORMATION

Services: Official source of information for tourists

Industry: Tourism

Country: Bahrain

PROJECT DETAILS

Scope of work: strategy and guidelines for new website content

Pain points: confusing information, lack of detail, inconsistent tone of voice

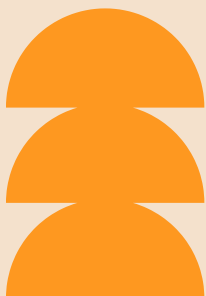
Goal: attract new target audiences, maintain a consistent tone of voice across all pages of the new website, showcase legitimacy and trustworthiness

SOLUTION

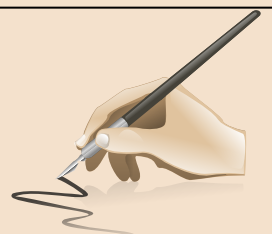
Data gathering: primary sources - focus group with staff, interviews with leadership

Deliverables: sitemap, SEO-driven web copy

Website: <https://estedama.com.sa/>



Disclaimer: work completed under employment with Boxon





CASE STUDY

**ARO
Drilling**

CLIENT INFORMATION

Services: Offshore drilling

Industry: Oil & gas

Country: Saudi Arabia

PROJECT DETAILS

Scope of work: launch campaign plan

Pain points: dispersing large amounts of information

Goal: providing a 360 perspective of the new rig launch from all stakeholders' points of view, aligning the company with Vision 2030, building pre-launch buzz

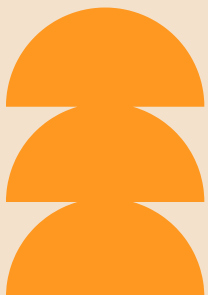
SOLUTION

Data gathering: primary sources - interviews with executive team, company materials

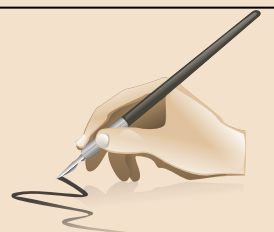
Deliverables: well-structured media and communications plan

Campaign Plan:

<https://ldrv.ms/b/s!AgERcDZ2vgry3yBlydBpNISUOLK3?e=pxxBYe>



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**ALINA CALIANU
SAY IT RIGHT, LLC**

5 Step Process

TO WORK WITH ME

- 1** Review the previous case studies, referenced LinkedIn profile, and the attached additional samples to get a sense of my full expertise and ensure clear expectations. If we're aligned, we can set up an online kick-off meeting with all relevant parties.

- 2** We chat, we discuss your project, we get excited! You receive my client questionnaire to complete and an initial quotation from Say It Right, LLC (my US-based legal entity) to review. Upon approval of the quotation, you will also receive the contract form to be filled out and signed by both parties.

- 3** With all legal documents squared away, I will proceed with the data gathering stage. This may include company materials, interviews with relevant parties, and additional research.

- 4** Once I have a solid base of information and project understanding, I will get started on the deliverable(s). If any additional information is required, I will reach out.

- 5** You will receive the first proof as per our agreed-upon project timeline. After incorporating any feedback, you'll have your brand new project files ready to go!

WWW.WORKWITHALINA.COM

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Project Portfolio

**THANK
YOU
FOR
YOUR
INTEREST**

ALINA CALIANU

Contact :

ALINACALIANU@LIVE.COM