

MEDIA KIT · 2026

Força Feminina Media

Branding and digital experiences that feel unmistakably like you.

A woman-owned boutique creative studio helping female artists, founders, creatives and entrepreneurs turn meaningful ideas into distinctive brands that connect, inspire and grow.



20+ YRS

MARKETING & BRANDING

3

CONTINENTS OF PRACTICE

WOMAN-OWNED

BOUTIQUE STUDIO

Where your story becomes a brand people can feel.



I'm Raluca, founder of Força Feminina Media — a woman-owned boutique creative studio helping female artists, founders, creatives and entrepreneurs transform meaningful ideas into distinctive brands.

My career began in Bucharest, Romania, at an event-planning agency affiliated with Saatchi & Saatchi. After moving to the United States, I spent more than 20 years representing hundreds of brands as a Brand Ambassador, Trade Show Specialist and Product Specialist.

Working face-to-face with audiences taught me something no marketing textbook could: people connect with what feels genuine. They may notice the visuals first, but they remember how a brand makes them feel.

My path has taken me into meaningful relationships with artists, entrepreneurs, communities and Indigenous wisdom keepers across North America, South America and Europe — deepening my appreciation for storytelling, cultural identity and the responsibility of representing someone's work with care.

That is why my process begins long before we choose a colour palette, font or layout. I listen closely. I ask thoughtful questions. I look for the deeper thread connecting who you are, what you offer and why your work matters.

Because your brand should do more than look beautiful. It should feel unmistakably yours.

How I help you take form.

IDENTITY

01

Brand identity & scalable design systems

Wordmarks, logo systems, colour, typography, iconography and the guidelines that keep them coherent across every surface.

DIRECTION

02

Creative direction for campaigns & launches

End-to-end art direction from concept to production, aligned with marketing, product and leadership.

STORYTELLING

03

Visual storytelling & campaign identities

Turning complex brand ideas into simple, engaging narratives across paid, social, event and email.

ASSETS

04

Illustration, iconography & launch assets

Custom illustration systems, icon sets, presentation and keynote design, launch collateral.

DIGITAL

05

Web, social, paid, events & email

Marketing sites, ad systems, event visuals and lifecycle email design built on the brand system.

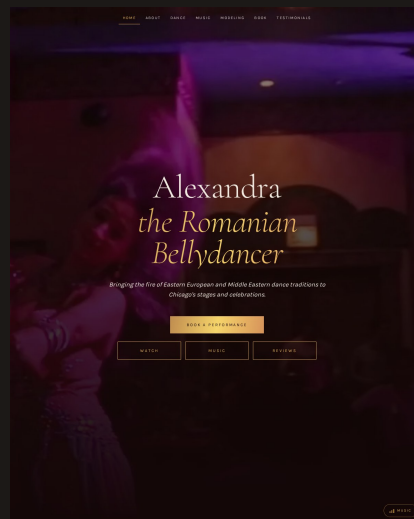
TOOLKIT · Lovable · Canva · Adobe Creative Suite · Figma · A multitude of AI tools

Selected posters & sites.



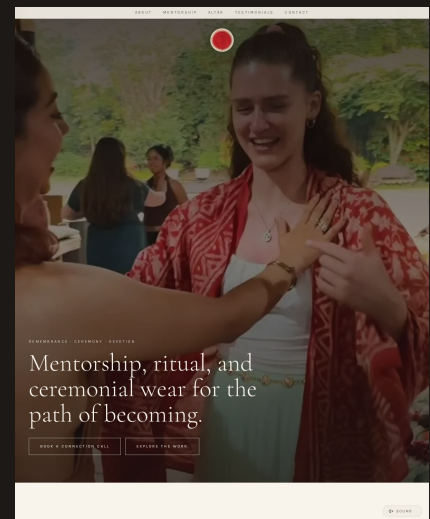
Soul Song Activation

Kerri Leblang · Workshop poster, Sedona AZ



Alexandra the Bellydancer

Performer site · romanianbellydancer.lovable.app



Paola Ucelo

Official artist site · brand + web

Let's make your work unmistakable.

Enquiries via the contact form at forcafemininamedia.com