

IOANA-MAGDALENA MANEA

MARKETING, BRANDING & ADVERTISING
0040740101147, Bucharest, Romania



CURRICULUM VITAE

PERSONAL DATA:

Date of birth: **07.03.1970**
Place of birth: **Bucharest, Romania**
Marital status: **Married**
Nationality: **Romanian**

STUDIES:

1989 – 1993, BA @ The University of Bucharest, Faculty Of Foreign Languages And Literatures, English Language & Literature Major
1992 - British Language & Civilisation @ The University of Edinburgh, Scotland

WORK HISTORY:

#	Year	Position	Company
1.	2011 - present	Guest Lecturer, teaching „Creativity” to 1 st year Master students	The University of Bucharest, Faculty Of Journalism & Communication Sciences
2.	2013 - present	Business Director & Creative Leader	Ogilvy & Mather Advertising Bucharest
3.	2005 - 2013	Managing Partner, Creative & Strategy Director	Loco Branding & Communication Bucharest
4.	2004 – 2005	Creative & Strategy Director	JWT Bucharest
5.	2001 – 2004	Creative & Strategy Director	Lowe & Partners, Medic One, Draft Bucharest
6.	2000 – 2001	Strategy & Business Development Director	Grey Worldwide Bucharest
7.	1996 – 2000	Creative & Strategy Director	Leo Burnett Bucharest
8.	1994 - 1995	Editor-in-Chief	Teora Publishers Bucharest

COURSES & WORKSHOPS ATTENDED:

#	Year	Course, Workshop	Organised By	Place
1.	2005	Edward de Bono: 6 Thinking Hats Technique	BizAcademy, Interact	Bucharest
2.	2005	Tom Peters: Re-Imagine	Business Media Group	Bucharest
3.	2004	Kotler on Marketing	People Solutions	Bucharest
4.	2003	Creative Revolution	Lowe & Partners Bucuresti, Bob Kinsey	Bucharest
5.	1999	Employee Assesment and Leadership	Nicholson	Bucharest
6.	1998	Brand Building	Leo Burnett, London	Bucharest
7.	1998	Euro Communication Workshop	Leo Burnett, London	Athens
8.	1998	CEE Communication Workshop	Leo Burnett, Frankfurt	Bucharest
9.	1998	Selling Creative Work	Clayton Gregory Associates, London	London
10.	1997	Euro Communication Workshop	Leo Burnett, London	Barcelona
11.	1997	On-The-Job Training	Leo Burnett, Frankfurt	Frankfurt
12.	1997	CEE Communication Workshop	Leo Burnett, Frankfurt	Warsaw
13.	1997	Euro Communication Workshop	Leo Burnett, London	Istanbul
14.	1996	Creative & Production Training	Leo Burnett, London	Budapest
15.	1995	Internship with American Publishers	Frankfurt International Book Fair	Frankfurt
16.	1995	TextBook Publishing	Soros, Int'l Book Development	Bucharest

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COURSES & WORKSHOPS TAUGHT:

Over 20 custom-created and taught courses between 1998 and present time, on topics such as: Inspiration, Communication Strategies, Branding and Brand Building, Positioning, Strategic Thinking, Creative Problem Solving, Innovation, Presentation Skills, Time Management, etc.

PUBLISHED PAPERS:

- IT & SciFi translations published by Teora Publishers in 1995
- Numerous articles, interviews and contributions between 1997 and present day, to major marketing publications such as: Cotidianul, Concepte, Bucharest Business Week, Profil, CSVD, Capital, Indigo, Media & Advertising Club, Mediaweek, AdMaker, Biz, Brand4Brands, Imagoo, Bilant, Campaign, etc.

SUCCESS & AWARDS:

#	Year	Award	Competition
1.	2005	Silver Effie	Effie Awards
2.	2004	Best Poster	Ad'Or
3.	2004	Silver Effie	Effie Awards
4.	2004	Bronze Effie	Effie Awards
5.	2000	Marketing Award	Cosmopolitan
6.	1999	Best Not Sold Campaign	AdPrint
7.	1999	Best Poster	AdPrint
8.	1999	Shortlisted for Best Campaign	Golden Drum , Portoroz
9.	1999	Perfect Media Order	P&G
10.	1998	Best Illustration of a Creative Concept	AdPrint
11.	1998	Best Poster Best Photo in Poster	Romanian Outdoor Awards
12.	1997	Best Commercial Script	Mediafest

2005 – 2013 – Jury Member for Effie, Romania

2004 & 2005 – Jury Member for The Student Communication Olympics

1997- Jury Member for Publifest/Mediafest

1999 – 2006 - Guest on advertising TV shows

Guest Lecturer on branding strategy in major local industry events such as: BIZ Days (2004, 2005), BIZ Strategic (2004, 2005), BrandWorks (2004), Marketing 360 (2005), Idea Forum (2007), Residential Marketing (2008) and many others.

PERSONAL SKILLS & INTERESTS:

- Teaching, Mac & PC, clean 12-year driver licence
- Travel, contemporary art, scrabble, creative writing, photography

REFERENCES:

Shelly Roberts, PRESIDENT and Chief Renovation Officer at FireBrand US - shellyr@gmail

Guy La Flamme, Senior VP Capital Experience and Official Residences, NCC - glaflamm@uottawa.ca

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PROFESSIONAL EXPERTISE – ACCOUNTS / CLIENTS

Leo Burnett / MAIN ACCOUNTS:

- Banking: ABN-AMRO Bank, Fondul Mutual Transilvania
- Telecom: Dialog / Alo
- Procter&Gamble: Tide, Bonux, Tampax, Max Factor, Wash&Go
- Philip Morris: Marlboro, L&M, Bond Street
- FMCG: Lavazza, Johnny Walker, United Biscuits, Prigat Nectar, Kick
- Retail: Domo

Leo Burnett / MAJOR PITCHES WON:

- Interbrew: HopfenKönig & Bergenbier
- Merloni Elettrodomestici: Indesit & Ariston

Grey / MAIN ACCOUNTS:

- Brau Union: Golden Brau
- FMCG: Lenor
- Telecom: Voxtel, Tempo

Grey / MAJOR PITCHES WON:

- PR: APAPS
- FMCG: Wembley

Lowe / MAIN ACCOUNTS:

- Banking: Raiffeisen Bank
- JTI: Winston, Winchester
- CBR: Timisoreana, Keller
- FMCG: Fuchs
- Unilever: Dero, Omo, Domestos, Cif, Coccolino, Axe, Rexona, Rama
- Adesgo: Diamond
- Medic One: GSK/Europharm (asthma, generic); Schering (contraception); Lilly; Roche

Lowe / MAJOR PITCHES WON:

- Banking: Raiffeisen Banca pentru Locuinte, CitiFinancial
- Prodal '94: Stalinskaya, Wembley, Passion, Discovery
- Coca-Cola HBC: Annual Sales & Marketing Conference, Mixability Program
- Coca-Cola Romania: Coca-Cola Light, Schweppes, Burn, Nestea
- Social: UNICEF for Roma Children

JWT / MAIN ACCOUNTS:

- FMCG: Kraft (Jacobs local & regional), Nestle (Joe, Kit Kat)
- Retail: Cosmo
- Banking: Euroline, Bancpost

JWT / MAJOR PITCHES WON:

- Retail: City Mall

LOCO / HISTORIC CLIENTS:

Prodal '94 – Wembley Dry Gin, Stalinskaya
Millenium Design – Best Value
Boehringer Ingelheim – Finalgon
Electrolux
Intact, Antena 1
Radio Romantic
Arctic
Holcim – Structo, Tenco
Decar
Bengoss

Eurohouse
Bank Leumi
Smart Film
AT Concepts
Audiooptica
Blue Leaf Multimedia
Alpin Towers / RSK
Signal Iduna
Health Advisors – Tranzactiv, Digest Duo, Neolin
Dacia Plant - Detoxicolon