



# Roxana Ilie

Marketing Director

📍 Bucharest, Romania



✔️ Roxana's availability **should be discussed**



[Portfolio link](#)

[Portfolio file](#)

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## Links

 [Website](#)  [LinkedIn](#)

 [Instagram](#)  [YouTube](#)

## Work Preference

Location: Not looking to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions, Free-lance Assignments

## Skills

Marketing (Advanced)

Social Media (Advanced)

Social Media Marketing (Advanced)

Strategic Marketing (Advanced)

B2B Marketing (Advanced)

Community Management (Intermediate)

Digital Marketing (Advanced)

Content Marketing (Advanced)

Press Relations (Advanced)

Social Media Communications (Advanced)

Media Planning (Advanced)

Social Media Advertising (Advanced)

## About

CREATIVITY - INTEGRITY- MASTERY- INNOVATION Practitioner & innovative senior manager, mix of digital marketer, brand builder & developer. Hands-on ability to run complex projects of launching new products/ services or company rebranding. Crazy passionate about 'no-box' ideas, standing out from the average solutions. Mastering strategic mindset. 24 years of experience in marketing, business development & TV. Objective: Looking for a TRUE company, used to set high standards for fulfilling its' "WHY" mission, through A-class services, products & attitude, to reach its' true purpose toward people & business. Ready to put my mind & heart for a company with an honest & inspiring leader.

### BRANDS WORKED WITH

Astral Telecom

Business Wire

Consolight

Lugera & Makler

Marketer Călător

Mediafax & Mediapro Studios (Cme)

Rompetro

Sodexo

SOFTWIN

Solacium Pharma

Technodil Design

Tempefield

Today Advertising

Totalsoft

## Experience

### ● Marketing Director

Consolight | Oct 2021 - Now

Strategy of Communication, Re-positioning & Marketing - 2022/ 2023 25th anniversary project in November: PR coverage in Capital, Ziarul Financiar, Bursa, Biz, Business Review, Business leaders, Adhugger, Electricianul, Arena Constructiilor, etc. Branding Consotech (hi-tech division), logo, slogan, key visual, communication templates. national OOH project redesign, concept, visuals, wave 1 (November), wave 2 (April). Digital strategy: news e-mailing program, social media daily content, videos, website new product pages & Google Ads for them. Design of new website in progress. New branding unique concept for 12 showrooms - in progress.

### ● Marketing Manager/ Business Development Director

Today Advertising | Oct 2018 - Now

E-commerce management: 300.000+ products website (category management, feeds). Marketing: Creative stands at Remadays Warsaw2019 and Gifts Show2019 trade fairs. Catalogs: Concept/ products identify for Wow Custom CATALOG: design/ structure/ production. Social media campaigns and strategy. Google Ads & Facebook campaigns. Business Development & Purchasing: partnerships & product procurement from EU & CHINA.

### ● MARKETING MANAGER (Digital FireWorks Creator)

Tempefield | Jan 2016 - Jan 2018

(B)right marketer for Temperfield team, a group of forward thinkers, innovators, hi-tech-savvy. Marketing & communication strategy, new & service portfolio branding of 6 business units. Promoting AI in eCuore technology. New awesome website [www.temperfield.com](http://www.temperfield.com). National media coverage (ILikelt @ProTV, 24IT@Antena 3, Business Review, Digi24, TVR, Prima TV, IT Trends). Transform2digital editorial project (6 articles) on WORK EXPERIENCE

### ● B.right Marketer

Marketer Călător | Jan 2015 - Jan 2021

Brand Builder & Business Developer combined expertise, rebranding & repositioning programs. Video communication. Videos, doodle animation, VFX, websites. See details & projects here.

Copywriting (Advanced)

Digital Media (Advanced)

Management (Advanced)

Development Agreements (Intermediate)

Brand Architecture (Intermediate)

Branding (Advanced)

Brand Activation (Advanced)

Branding Consultancy (Advanced)

Launch Events (Advanced)

Launch Products (Advanced)

Strategy (Advanced)

Strategy Consulting (Advanced)

B2B Marketing Strategy (Advanced)

E-commerce (Advanced)

Product Management (Intermediate)

## Languages

English (Fluent)

Romanian (Native)

French (Work Proficiency)



### ● A&D Pharma Group > MARKETING MANAGER >

Solacium Pharma | Jan 2014 - Jan 2015

Design Marketing & Communication strategy. Manage & develop products & ranges of OTC, medical devices or supplements: Ibusinus, range Infant UNO, Revigrip, Ciocolax, 4Lax and generic medicines (non-branded). INFANT UNO range for infant supplements & medical devices (6+ products). Development of the entire range, branding, creative PACKAGING in line with regulatory demands. Launching campaign. Brand activations in stores or in maternity hospital units. Launch of [www.infantuno.ro](http://www.infantuno.ro). IBUSINUS: TV spot production, mediaplan, excellent results in GRP terms (2 TV flights, mill. euro). CIOCOLAX: rebranding, packaging. POSM production, pharmacies launch. See funny TV SPOT. REVIGRIP: "Revigrip invites you to the tournament" online & in-store campaign (10 weeks, 1010 prizes, POSM in pharmacies, winner management. MELTUS: New packaging and launching. RESULTS: boost in brands awareness & 30% increase in sales.

### ● Development & Innovation Partner (consultancy firm owner)

Business Wire | Jan 2013 - Jan 2014

Branding & Communication: online identity, websites, social media campaigns, newsletters. Product & Business Development: Market researches. Communication & sales launch campaign.

### ● > MARKETING MANAGER & Brand Builder

Lugera & Makler | Jan 2011 - Jan 2013

Design/ implementation for the group rebranding project (in all 8 countries) WOW concept of Lugera – The People Republic & brand architecture developed, logo, services. Creative concept for Lugera video movie <http://www.roxanailie.ro/am-o-noua-cetatenie/> [www.lugera-public.ro](http://www.lugera-public.ro), presentation kit, 3 waves launch mailing WORK EXPERIENCE

### ● MARKETING MANAGER

Totalsoft | Feb 2007 - Sep 2007

Design and implement marketing strategy for the domestic and regional market. Coordinate marketing department activities and budget (PR, BTL, ATL).

### ● DEVELOPMENT DIRECTOR

Mediafax & Mediapro Studios (Cme) | Jan 2007 - Jan 2008

Design the development strategy; set up of business plans for new development projects Coordination of project managers & ongoing investments – large budgets (million dollars projects).

### ● HQ BRAND BUILDING TEAM & MARKETING MANAGER Ecomaster

Romp petrol | Jan 2006 - Jan 2007

Ecomaster: marketing strategy, new positioning, branding new integrated service platform. Market researches as input for development projects & business plans (CATI, desk). launching new brands for Ecomaster (PLAN, COLLECT, DEPOSIT, TREAT, CLEAR). Coordinator of Ecopark launch (2,5 million USD investment): top event organization, press conference and national media coverage, B2B pre-sale campaign. Rompetrol VEGA Refinery: development & launch of Carflux fuel additives (6 products) & Carglance windscreen. Branding, premium label & packaging. POS materials, brochures, website.

### ● NEW SERVICE DEVELOPER & New Products Manager

Sodexo | Jan 2003 - Jan 2006

Launching & legal preparations for new Sodexo vouchers on Romanian market: CadouPass gift vouchers, TuristPass holiday tickets, PrimulPass childcare vouchers. Performing market researches (desk, CATI), opportunity/ feasibility studies, risk analyses. Budgeting, Business Plan, financial model, legal framework research, concept of new service model. Coordination of telesales campaign. Awesome results (multi-millions euro



turnover in 1st year). Design and regulatory support for legal framework - gift & childcare voucher law & Fiscal Code. WORK EXPERIENCE



- **Country Marketing Coordinator**

SOFTWIN | Jan 2002 - Jan 2003

Implementing marketing national strategy for BitDefender brand: BTL program (nationwide events together with RDS, promotional campaigns); B2C campaigns (coop marketing with RDS); marketing kit, media plan, PR. National Partnership Program: partnership levels and criteria; communication strategy. Result: 40% increase in sales volumes in national network.

- **Economic Editor/ Producer**

Astral Telecom | Jan 1998 - Jan 2002

MARKETING MANAGER acting as COMMERCIAL MANAGER @ Astral Telecom Galati (2nd largest subsidiary in Romania), coordination of 54 sales agents. Managing sales plan & Customer Care pilot project. Customer survey on 5.500 subscribers; new cash-collecting & sales strategy. Economic Editor/ Producer @ Express TV (3 years TV production). Coordinating economic news department. Producing/ hosting the weekly live economic talk show "Everlasting...transition". Election campaign news & spots. Conducting a TV election pool on over 1000 pers. TOP ACHIEVEMENTS: exclusive interviews with the USA Ambassador, the World Bank resident in Romania, Romania's President, Prime minister, Senate President, Finance Minister, other ministers.

- **Commercial Project Manager (Construction + interior design)**

Technodil Design | Jan 1997 - Jan 1998

Commercial turn key coordination: auction, contracting phase, construction, costs, final delivery. Senior project manager for Galati Central Post Office rehabilitation (historical building). Project manager for specific modernization (over 250.000 USD/ project): Informational Center of Sidex, Sidex Union Center, Sidex Business Club. IN A NUTSHELL CREATIVITY - INTEGRITY- MASTERY- INNOVATION

## Education & Training

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2006 - 2006

- **CODECS - UK Open University**

Certificate, Project Management

1997 - 1998

- **Dunarea de Jos University Galati**

MBA, Business Administration

1992 - 1997

- **Al. I. CUZA University Iasi**

BA, Marketing