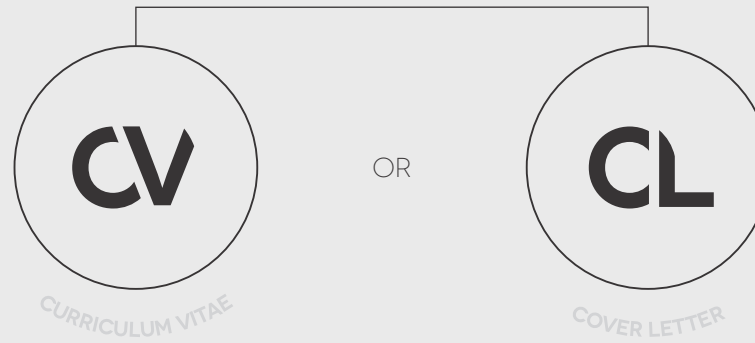


**SEARCH  
NO MORE**

YOUR  
**BRAND  
STRATEGIST**  
IS HERE



THIS  
IS NOT A



THIS IS AN

APPLICATION  
**BOOKLET**



# WHY A BOOKLET?

A simple Resume and a plain cover letter wouldn't have worked for me. If I put everything in a list with short and condensed additional info, almost everybody things that I am fake.

There are so many capabilities that define me as a professional that if someone saw a classic Resume they might conclude that I'm making things up.

YES, IT TAKES MORE TIME FOR YOU TO READ IT.

You have to invest about **20 minutes** in analyzing this material and I understand that you are a busy person.

I don't have any incentive to give you to make you read this material other than it will not be boring. Thank you in advance!

## 12 THINGS

YOU NEED TO KNOW BEFORE READING FURTHER



I worked in the MarComm industry for 14 years.



I am Romanian.



I will relocate anywhere.



I have a Bachelor degree in Communication



I can start A.S.A.P.



I have an eager appetite for thinking and creating.



I wrote 3 books so far (marketing related).



I need money, but I want excellence from my job.



I am multi-disciplinary and I consider it a plus.



I am relaxed, but serious when working.



I've met all agreed deadlines in my life.



< I love teamwork that helps me keep my promises.

# HI, I AM DRAGOS

If I were to choose an object that would help me tell you about my professional capabilities then I would have to choose this mouse on the right (it's called RAT).

Why? Simply because:

- **IT'S WIRED**  
I don't dislike mobility, but I want my mouse to be reliable and faster than a wireless mouse
- **IT'S A PRO MOUSE**  
Its special abilities and features make it a professional use mouse
- **IT HAS PRECISION** -  
A lot of it.
- **IT'S ADJUSTABLE AND FLEXIBLE**  
I like that a mouse can be customized in such detail having in mind the unique characteristics of its user - this mouse not only can be modified on its length and width, but it also has a weight adjustment system

So, I will use this mouse, as a main character, in order to tell you all about my capabilities, my opinions and philosophies related to my industry.



# VERSATILITY SHOULDN'T BE A MINUS

## FORGIVE ME **HR**, FOR I HAVE SINNED

I have sinned because, in the past 14 years, I've worked on developing **more than one** skill that I thought I needed in order to become a complete brand strategist and marketing manager.

Because I value a lot the idea of **entrepreneurial capability** inside a company, so I became an entrepreneur and, at the same time, I kept my corporate connections with a lot of my clients.

As a marketer, I've "tasted" **different industries** because I believe that learning aspects from different Universes helps a brand strategist to create a flexible mind that easily finds creative solutions.

Finally, I hope I am not sinning while I wish to get hired in your company, to grow with it and inside it, to get retired from it.





## DATA ANALYTICS



Embracing the analytical tasks is  
like drinking the right amount of  
water. Each day.

# USING THE DATA

We are living in some wonderful times. On-line media gave us the chance of almost instant feedback, of seamless data gathering, of high volumes and huge diversity of information from the market and from our customers.

We have to use it, as professionals. Those who ignore this chapter of our industry are voluntarily giving away the possibility of greater precision and accuracy in implementing marketing actions, higher speed of reaction.

Yes, we **have to use** the data, but at the same time I've learned that this doesn't mean to leave innovation aside just because "the market" seems to say so. In fact, there are a lot of cases in the recent marketing history when "the market" was wrong. For example, Red Bull never had the Data on his side. Not in his beginnings.

Yes, I use Data. Yes, I spend a lot of time in performing analytical tasks, but I use it as an important Ingredient and not the sole one.

In the same direction of the "water" comparison, I believe that if the Companies drink too much water they'll get sick.

I don't take unnecessary risks, but I strongly believe that you cannot discover unique marketing "gems" (incredible results) without continuously trying to evolve, to educate and test, sometimes being unconventional, growing ideas even when studies, research or people say it won't work.

---

I USE THE DATA.  
I DON'T LET IT USE ME



## REAL WORK EXPERIENCES

**MY POSITION:** BRAND STRATEGIST  
**COMPANY:** NATURLACT  
**INDUSTRY:** DAIRY

## INSIDE SPECS

Finding a USP for a Milk Product seems almost impossible. Everybody in the industry is using terms like "real natural milk" or "bio" or "organic". Many companies tell their clients that "we don't mess with the milk, we don't alter it".

For some days we were in the blur. We knew our Milk Product is the "real deal", but we did not find the right approach until we looked deep into the lab diagrams. Our Milk had **50 times less** micro-organism than any other milk on the market. We took that info and created our core brand campaign.







## MARKETING STRATEGY

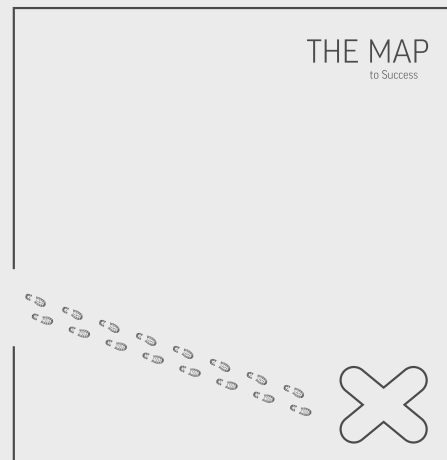


When taking the marketing Journey a compass is more useful than a GPS simply because it makes you look deep into the Reality.

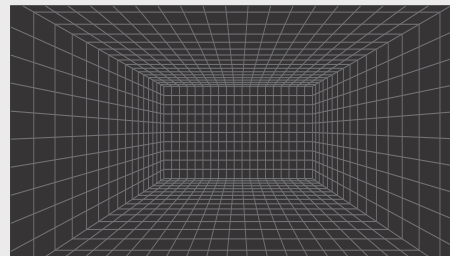
# REALITIES

I think good strategy comes when you properly define what Success is. And when you do that, when you know where to go, then you need to take into consideration all the elements so that the itinerary is the right one. Also efficient, but also the right one.

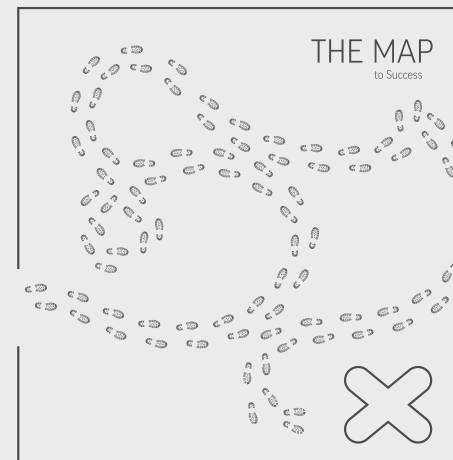
Most often, the Itineraries are never looking like this:



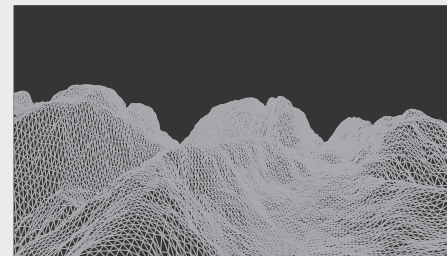
This is mostly because, reality never look like this:



... but rather like this:



... but rather like this:



## REAL WORK EXPERIENCES

**MY POSITION:** MARKETING MANAGER  
**COMPANY:** POLUS CENTER  
**INDUSTRY:** MALL

## FASTER THINKING

When pitching for our agency's first "over 1 million euro budget" client we were faced with the request of issuing an integrated marketing campaign in 48 hours.

We assambled in a very short time:

- creative solution
- marketing activities for 100 days before the mall opening along with a media plan covering all needs and all vehicles
- marketing plan for the 1st year after the opening

We won the account.





## SALES SUPPORT



*If the Sales Department would be  
the engine of The Car = Company,  
then I would say that  
Marketing is the Gas fueling the  
entire machine.*

# WE NEED TO SELL

In some companies marketing professionals perceive themselves as small celebrities perhaps because, from this position, you often get to be in the spotlight.

The real VIPs are the people behind the product and the salespersons. The real accomplishment for any marketing or branding guy is to see sales of a product being driven **because** our work are merely just strategies of assumption, that offer no guarantees of success even in the presence of the Almighty Data.

I believe that sales supporting by marketing is in fact evolving in an integrated and uniquely merged Department where Conversions need to be designed, engineered, studied, performed.

The future is having no separation of sales and marketing, not even inside the same company. There will be no sales support, marketing

proposals, sales debates. There will be branding people, UX designers, conversions strategists, sales copywriters, client interactions - all for the sake of the new star we'll all dream of: Conversions. No matter if these are Sales, Subscribers, In-app purchases, Fans, Social Endorsers, this are the Results that we'll make our company healthy.

Everything this NEW department will do is to seek ways to convert and keep people emotionally and financially hooked, in the most voluntarily and pleasant way possible.

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## JUST SALES WILL SOON NOT BE ENOUGH.



## REAL WORK EXPERIENCES

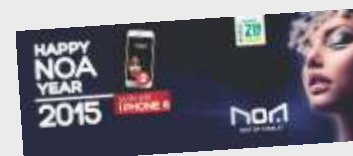
**MY POSITION:** BRAND MANAGER  
**COMPANY:** CLUB NOA  
**INDUSTRY:** NIGHT CLUB

## FANS THAT PAY

There is a trend that may be often found in the articles that cover Social Media data. It is a pessimist current that mirrors dissatisfaction related to the SM vehicles like Facebook that are getting lower and lower conversion rates.

I agree that people on these channels are becoming something "harder to get", but it hasn't become impossible.

A 1000 euro campaign on Facebook along with a well planned content and some paid supporting media (advertorials) got Club NOA over 17k fans in the first month after the Opening Parties and a 300k post reach along with an over 50k engagement.





## PRODUCT DEVELOPMENT



The best marketing is done  
when you get the chance to  
participate in the future  
product creation.

# SUCCESS COULD BE ENGINEERED

I've been so lucky to be involved in some great New Product Development teams which made me value a lot this type of activity.

I've lead even the Idea Generation early episode of the entire process and I felt great and tired, frustrated and excited at the same time.

It is one of those activities that gives you the most important introspection of what needs to be communicated. The fact that you also can adjust or alter some aspects of the product itself is a defining moment for the entire marketing. In fact, this is what marketing means if you take it ad-literam - help creating the product for the market.

As a marketing and branding expert this part of the business is one that gives the most useful ingredients that help materialize

the business aspect of the entire branding development process. When I see professionals, the experts of an industry creating a product, their child, I know what lies behind their thinking. I understand why that aspect is important. I can suggest additional features that will help conversions to the market. I can advise at a moment in which my advice can produce real innovation not because I am expert in making that Product, but because I trained myself to be able to put products in the right contexts.

## MAKE PRODUCTS THAT THE MARKET NEEDS,

not necessarily Products that the market says it wants. No one knew they wanted smart phones, before they were created.



## REAL WORK EXPERIENCES

**MY POSITION:** BRAND MANAGER  
**COMPANY:** ZONAR  
**INDUSTRY:** BEVERAGES

## PRO SECRET

Zonar is a whey based beverage that targets patients especially clients with weight problems and some sport diets.

Because we were allowed inside the company manufacturing process and given the chance to put "stupid" questions as marketing guys, we identified a side product that had extremely powerful energy proprieties for short periods of time without any secondary effects.

We've created from zero a new product for professional athletes, with personalized flavors and dosages, positioned as an exclusive and premium natural energizer.





## BRAND MANAGEMENT



Branding may seem  
chaotic, intangible and some kind  
of a "Fata Morgana".  
It is, but it is also  
magically effective and  
beautiful.

# EVERYTHING LEAD ME TO THIS

I have a major in Communication and PR because I fell in love with advertising. I needed to learn graphic design because being a junior marketing assistant wasn't paying enough. I've learned to love copy writing, to solve complex layouts of usability, to make marketing plans, to efficiently spent millions of euros of budgets, to get conversions, to train sales people, to train CEO's for public speaking activities... not because I wanted to do everything myself but simply because I was needed and I was capable of translating what my colleagues needed into actions, into deliverables.

I strongly believe that a brand development manager is self-educated, it is a result of various business, marketing and communication integrated experiences. He is the best advisor a CEO can have in terms of

important company decisions.

The **CBO** (chief branding officer) is the one that can accurately estimate impacts both in the interior Universe and in the market itself, not only from the subjective aspects (PR, advertising, client care, marketing), but also financially, data driven and operational.

This position is not as popular as the CMO (chief marketing officer) but the most important companies in the world have already implemented it.

---

## I WILL BE THE BEST CBO IN THE WORLD.



## REAL WORK EXPERIENCES

**MY POSITION:** WRITER  
**COMPANY:** BRANDIVORE  
**INDUSTRY:** EDUCATION

## THE COURSE

I've previously written two books for agency juniors and another one for start-up managers. Brandivore is my first e-book written in English especially for the US market. It consists of 5 modules that cover, in an informal type of content, everything that one needs to know about branding as a business mentally that any owner needs to assume even before incorporation.







## SOCIAL MEDIA MANAGEMENT



Social Media is  
such a powerful cocktail  
as long as the ingredients  
are fresh.

# TELLING STORIES OVER JUST INTERACTING

On one hand, I don't like it when people put the "equal" sign between Social Media Management and Facebook or Twitter post management. I have to admit that the two are some of the most popular social networks but only managing Facebook and Twitter accounts it's just like reading only a few pages from a whole novel.

On the other hand, I strongly believe that Social Media is a very powerful mix of on-line and off-line activities. No, not just on-line, but also offline interactions with the Social Players.

For me, social media management is a great opportunity not only to interact with real persons, to gather immediate feedback, to take care in real time of potentials issues or client care activities. Social media is mostly about creating the brand story, evolving conversations into

tangible feelings, surrounding yourself as a company with the power of story telling so that you'll create real social endorsers, that will fight for you, that will protect you when "you're not in the room", people that will allow you to transform them voluntarily into evangelists.

I love content in any form. I love social content that get's materialized in real people activities and actions. The gaming industry does that extremely well through their Con's.

So, it's already there. It's already happening.

---

STORIES MAKES  
THE BRAND LOVED,  
NOT PLAIN INTERACTIONS



## REAL WORK EXPERIENCES

**MY POSITION:** BRAND MANAGER  
**COMPANY:** FANTASMAGOG  
**INDUSTRY:** ENTERTAINMENT

## MIND GAMES

Cristian Gog is the first mentalism performer that has won a popularity contest (Romania Got Talent). We helped him in winning the first prize after a total re-branding of his entertainment act two months prior to his final performance.

I think the reason why Christian won the competition was not because of our work (it may have helped of course), but because of his background story built up around the idea of mystery and impossibility.

People loved him.



*fantasmagog*



## PUBLIC RELATIONS MANAGEMENT



*PR management is also  
about having all the tools  
ready no matter the situation.*

# INTERACTING WITH THE WORLD

For me, public relations management is about how the company interacts with the whole external world. It is part Social Media Management, part Media Relations, part Customer Care, part Evangelism, part Crisis Management.

The best Public Relations management has an overall view on the entire interactions that can and will affect the idea of Reputation. Especially in on-line mediums, that can be hard to accomplish - to monitor in real time and to try to influence positively the entire spectrum of what can happen to your Reputation.

No one can change or manipulate the Reputation of a company.

We only can try to influence, to convince audiences that they need

to trust us and not those third party image breakers.

It is a war out there, whether we like it or not. A war in which haters, trolls, poor minded competitors are fighting with you even if you're not looking for a fight. You don't need to fight back, to attack back, but you definitely cannot stand back while they throw trash in your company, hoping for the Good Force to prevail.

Public Relations is an energy shield that allows everybody to see exactly who the company is and, at the same time, protecting it from negative media shootings.

---

**BE PREPARED.**



## REAL WORK EXPERIENCES

**MY POSITION:** MARKETING MANAGER  
**COMPANY:** THE STORKS NEST  
**INDUSTRY:** EDUCATION

## MOTHER OF PR

The Stork's Nest is an educational center for future or new parents. They teach all there is to know about pregnancy, labor, first days in a baby's life, food diversification and ending with playful learning methods, baby language, etc.

The controversy around all holistic and scientific methods will never stop. That is why having a good PR is essential for the company.

The company is now 5 years old and one of the leaders on the national market. They've started with us from day 1.





## CUSTOMER RELATIONS MANAGEMENT



*Winning the Love of our Clients  
may be the easy part.  
Keeping it alive is definitely  
the most complicated  
one.*

# THE MOST REWARDING INVESTMENT

Why would you even bother in making a great product, finding the right people in your team, investing money in marketing, branding and communication tools, paying a lot of media exposure, working insanely to create a conversion pattern to sell your product and, when all is done, when you get the client's attention to lose him because you poorly manage the relationship with him.

Selling the product is only part of the success of a marketing and sales department. It is not enough though.

Repeated purchases, clients that stick with you, that give you their trust, those who are actively protecting your brand and help sell you're stuff to their friends and family (by recommending you) - THIS IS SUCCESS.

When stating the company's brand promise, I always encourage my colleagues to struggle, to put our efforts in making the life of our customers better. By all means.

Nurturing the relationship with them, being there for your clients when they need it is the best way you can make their life better even if only related with the experience they have with your product, with you as a company.

In addition to all these arguments, the cost of converting a person into a client is ten times higher than keeping that client, making everything you can that he stays with you.

---

KEEPING A CLIENT IS  
CHEAPER THAN FINDING  
A NEW ONE.



## REAL WORK EXPERIENCES

**MY POSITION:** MARKETING MANAGER  
**COMPANY:** SCNET ROMANIA  
**INDUSTRY:** SHOPPING COMMUNITY

## SHOP WITH US

SCnet is an entity that gathers 300k persons that negotiate permanent deals with retail companies, flight operators, tourism agencies, etc. in the name of these peoples. It works something like: "Give a discount to our people and we'll bring them to you."

The client care and customer relationship part works in two ways: keeping the commercial partners interested and making shoppers go shop, making use of those discounts.







## INTERNAL COMMUNICATION MANAGEMENT



If there is nothing  
inside the box,  
is it still a present?

# TRUE POWER COME'S FROM WITHIN

Every company should take special care of the people that they are getting inside your Universe (HR marketing) and especially how they feel after and during their Journey with you (internal comm).

I don't know why a lot of managers believe that it is enough to pay the salaries. "What more do they want to get motivated and loyal to the company they're working for?". The answer is attention, care and human understanding.

It doesn't matter that most employees are working perhaps remotely or they spent their work hours in a nice office building. All of them need to be taken care off in terms of motivation.

One of the best ways to get people motivated and interested in working for the company is to constantly inform them in a

pragmatic way (everybody hates wasting their time reading non-sense e-mails, for example), in a way they'll know that they are part of something important, meaningful and worthy. Money will always be important, but not necessarily the most powerful argument in getting and keeping high valued people as employees.

These people, our colleagues are one of the most powerful brand ambassadors. When they talk about our company, they get listened to because they are from inside, "they know better". Even one argument to pay attention to what they have to say.

---

PEOPLE ARE THE MOST  
VALUABLE ASSET.  
THEY REALLY ARE.



## REAL WORK EXPERIENCES

**MY POSITION:** BRAND MANAGER  
**COMPANY:** IQEST  
**INDUSTRY:** TECHNOLOGY

## KEEP THE TEAM

iQuest is a top 5 software integrator in Romania. When they reached 500 employees they felt like they lost something on their way up.. Their team spirit.

We got hired to create an internal communication program that included a Welcome on Board procedure and tools, along with a communication strategy that will make people still connected to the values of what got the company so successful.

These are the two internal spokesman that we created for the company.





## CREATIVE MANAGEMENT



Being able to transform ideas into deliverables gets you more time.  
And that is important.

# MATERIALIZING GOOD IDEAS

Creative management is one of the top 3 aptitudes that I have developed over the last 10 years. I strongly believe that you hardly can call yourself “creative” without being able to implement those ideas, to create deliverables.

That is why I’ve concentrated a lot of effort and time in learning graphic design, art-directing and copy writing. All these skills helped

me become an even better marketer and brand strategist. I don’t only see things in my mind, but I can also make them visible for others. I still rely on experts in this fields, but giving a really good brief, sketches or even solutions it saves a lot of time in the process of developing communication and creative tools all together.

## SOME PERSONAL CREATIVE FIGURES

Even if I was honored to have teams aside me, there were times that I had to do projects on my own simply because we were lacking budgets or time, or both. It is not a good thing that I was a one man show, but it happened.

<b>VISUAL IDENTITY</b>	LOGO & FULL DECLINATIONS	OVER <b>250</b> PROJECTS
<b>WEB DESIGN LAYOUTS</b>		OVER <b>50</b> PROJECTS
<b>APPLICATION DESIGN</b>	GUI & UX	<b>5</b> PROJECTS

<b>FULL COMM. CAMPAIGNS</b>	COPYWRITING & ARTDIRECTING	OVER <b>80</b> PROJECTS
<b>VERBAL IDENTITY</b>	NAMING & TAGLINES	OVER <b>120</b> PROJECTS
<b>COMPANY LITERATURE</b>	WEBSITE TEXTS, BROCHURES BLOG POSTS	OVER <b>35</b> PROJECTS

## REAL WORK EXPERIENCES

**MY POSITION:** BRAND MANAGER  
**COMPANY:** SAFELANDIA  
**INDUSTRY:** WORK SAFETY

## BE SAFE

The Safelandia context was one that allowed me to have this rare opportunity in which I would stretch my brain, at the same time, as a graphic designer, as a copywriter, as a marketing and branding strategist.

Even more, I even handled the telesales training for the client.

It was a very fast paced project and its difficulty stood in the industry that was lacking any creative shortcuts and also because we started everything from zero: naming, tag line, logo design, stationary, collaterals, copywriting of the brochure, layout design, webdesign).

We got everything ready in only 3 weeks.



# selections CREATIVE PORTFOLIO

## LOGOS



shoperia



accession



## WEBSITES





# selections CREATIVE PORTFOLIO

APP. DESIGN



# selections CREATIVE PORTFOLIO

## PRINT



## PACKAGING







## ON-LINE MARKETING



*Getting a perfect strike  
in on-line marketing is impossible.  
It doesn't mean that you  
stop wanting it.*

# KEYWORD: CONVERSIONS

## SEO,

especially from the content creation point of view, inbound articles, evangelism and influencer relationship

## SEA & SEM,

I have experience with the Google AdWords and Facebook Ads system, keywords campaigns, display campaigns, finding the right placements, targeting, re-marketing

## ON-LINE COPYWRITING,

Besides implementing creative ideas, copywriting allows me to generate A-Z content backed up with a strategy for detailed micro-targeting (specific messages for each channel or stage of a lead)

## WEB DESIGN,

I've been working with Photoshop and Wordpress for 10 years now and, as I've already mention, I can be independent in creating, adjusting, resizing, editing display banners, install themes, do small CSS and HTML.

## CONVERSION OPTIMIZATION

So far, I've been using Unbounce for creating landing pages (they have a great HTML 5 app), A/B testing, InApp. conversion, lead generation, Mail Chimp, Google Analytics.

Again, I really believe that Conversion Marketing is strongly connected to On-line marketing is the future not only as a Success methodology, but also as a strong strategy tool in defining solutions to real-time issues that may be encountered during the activities.







# CASE STUDY

## ONLINE MARKETING CAMPAIGN

FOR BRANDIVORE



**PRODUCT:** on-line branding course

**EXACT KEYWORDS:**

on-line branding course  
branding training  
branding certification  
branding marketing course  
branding e-learning

**TANGENT KEYWORDS (CATEGORIES):**

owning a business tips  
business hacks  
bankruptcy solutions  
management courses  
marketing courses

**CAMPAIGN TYPE:**

PPC

**MEDIUMS:**

AdWords | Linked In Ads  
Twitter Ads | Facebook Ads

**TARGET:**

Business Owner, Start-up Owners  
Entrepreneurs

Geo: USA

(I've chosen 6 major cities that had good reputation for being start-up friendly)

Gender: NA (not applicable)

Age: Millennials (25 - 35 y.o)

**BUDGET**

\$ 600 / month

**NEEDED CONVERSION RATE:**

(Break even point) 0.5%

**HOOKS:**

First lesson free  
\$ 50 Coupon

## THE STRATEGY

**ADWORDS**

- Search Network only campaign for the "exact keywords"
- + another Search Network only for the brand name
- Display network only campaign - ads only with chosen Placements (50 websites and blogs from Google Network hand picked after the business type content that they had)

- **LESSON LEARNED:** I should have unchecked the Mobile InApp network from the beginnings

**LINKED IN ADS**

- In spite of the ultra-targeting tools (geo, position) the display Ads did not generate any clicks, the CTR was almost nul
- **LESSON LEARNED:** Admit your budget limitation and follow them through

**TWITTER ADS**

- Twitter Cards Campaign only for Chicago area
- Simple Promoted Tweets campaign
- Followers ONLY - promoted tweet with a Channel Only Coupon
- Followers Acquisition campaign

- **LESSON LEARNED:** I should have started the Followers Acquisition campaign earlier

**FACEBOOK ADS**

- I tried the Website Clicks approach but did not work
- I cancelled the Channel so that I would redirect budgets towards Adwords
- **LESSON LEARNED:** Community generation first, based on inbound activities and then activation



# CASE STUDY

## LANDING PAGE EXAMPLES

- I created all design, copy and layout

## CONVERSION METHOD

- Long Sales Letter Landing Pages
- Medium sized volume of Content
- Short sized
- Free Lesson hooking
- Dedicated Channel Coupon
- Campaign Coupon
- Video Presentation



# CASE STUDY

**WE LOVE FOLLOWERS** **TWITTER**

**THE SMARTEST BUSINESS OWNER'S BRANDING COURSE**

Brandvire is a complete online branding course designed to help you grow your business and increase your revenue.

**UNDERSTAND** the importance of branding in your business and how it can help you grow.

**IDENTIFY** the most effective branding strategies for your business.

**BUILD** your brand identity and create a strong visual presence.

**IMPLEMENT** your branding strategy and see the results for yourself.

**EVOLVE** your brand identity and keep it fresh and relevant.

**Brandvire course regular price: \$280**

**Special offer: \$150**

**YOU WILL PAY: \$150**

**START THE COURSE NOW**

**What month is it?** **100%**

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**YOU WILL PAY: \$150**

**START THE COURSE NOW**

**Which type of business owner are you?**

**All business owners WANT to be successful**

**START THE COURSE NOW**

**BRANDVIRE**

## RESULTS SO FAR

- 28 conversions (sales) x 150 USD
- 0.68% CTR

**YOUR COMPANY WANTS TO EAT BRANDING EVERY DAY**

Learn how to grow your business into a healthy and delicious BRAND.

**WTH?** IS THIS A COOKING OR A BRANDING COURSE?

**Brandvire is the Branding Course CREATED ESPECIALLY FOR BUSINESS OWNERS**

**This is why:**

- Simple, easy and enjoyable to read
- Lots of examples and case studies
- No fluff - straight to the point
- Success oriented during the Course
- Expert advice, advice, advice
- On the way, advice & inspiration
- Detailed and thorough explanations
- Brandvire Certificate on completion

**So, how does it work?**

Brandvire creates a branding and business planning experience you will use in your complete management.

1. **BRANDVIRE** - Brandvire is a complete online branding course designed to help you grow your business and increase your revenue.
2. **BRANDVIRE** - Brandvire is a complete online branding course designed to help you grow your business and increase your revenue.
3. **BRANDVIRE** - Brandvire is a complete online branding course designed to help you grow your business and increase your revenue.
4. **BRANDVIRE** - Brandvire is a complete online branding course designed to help you grow your business and increase your revenue.
5. **BRANDVIRE** - Brandvire is a complete online branding course designed to help you grow your business and increase your revenue.

**START THE COURSE NOW**

**BRANDVIRE**



## MEDIA PLANNING

*There is no such thing as  
"old media vehicles".  
There are just inspired  
decisions inside the  
media plans.*



# SPREADING THE BRAND

Fortunately there are still a lot of media vehicles beside on-line media.

Yes, internet is powerful, but I don't think ONLY IT belongs to the Future. It will surely be part of it, but it will not be the only media vehicle alive and kicking.

I believe in intersections of the on-line and off-line. Strong and powerful integrated Communication Universes that will surprise through their conversions results, reach and interaction rates.

Neither TV, nor Radio or Print will die. They will be transformed by the On-line - that's for certain.

We are living the Great Morph of all "classic" media vehicles and it seems that we will be amazed.

We have to be prepared to make use of whatever comes out and to

find ways to read future results coming out of it.

At this moment any sane company will still invest in "old" media vehicles, if they are suited for the brand. What has to change is the methods and tactics, the ability to measure results and conversions and the inspiration to create magical mixes between the vehicles.

People were talking 5 years ago that Beyond the Line activities are doomed, that Events will disappear. Today people are filling up football arenas to watch e-sports competitions.

OVER 15% OF VIEWERS  
ARE WATCHING TWITCH  
GAME STREAMERS  
ON **THEIR TV SETS.**



## REAL WORK EXPERIENCES

**MY POSITION:** MARKETING MANAGER  
**COMPANY:** AEGON  
**INDUSTRY:** INSURANCE

## 3.5 M EURO

This was the budget that I got the chance to "spend" for a 4 months national campaign.

It was a beautiful experience. Not to spend the money, but to have the chance of using so many media vehicles at once. On-line, TV, radio, outdoor, direct mail, e-mail, unconventional, BTL activities - everything the company needed.

The campaign was meant to get as many Private Pensions subscribers as possible.

We got over 140k people in our Fund.





# Dragos Alexa

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(312) 593-9938

## RESIDENCE:

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60618 Chicago, IL

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 behance.net/alexadragos



## SKILLS:

### BRAND STRATEGY

Raise brand awareness through both digital and offline activities, brand development, brand management, and increasing brand equity.



### DIGITAL MARKETING

Search Engine Optimization (SEO), Search Engine Marketing (SEM), Pay Per Click (PPC), and Social Media Marketing including Facebook, Google, Twitter, LinkedIn, Inbound Content Strategist, Social Media Management, and Wordpress. Basic HTML and CSS, Conversion Rate Optimization (ROI evaluation), and Big Data interpretation and analysis.



### CREATIVE MANAGEMENT

Excellent history with flow architecture and team management; technical integration specialist; strong business vision, and results driven.



### DIGITAL (APPS) BRANDING

Business alignment strategist, brand integration, sales reasoning, creative implementation, user consideration, User Experience (UX) and User Interface (UI) design.



### GRAPHIC DESIGN

Highly proficient with Adobe Creative Suite (Photoshop, Illustrator); visual identity expert; specialize in packaging, layout and printing techniques.



## EDUCATION

Bachelor's Degree in  
**COMMUNICATION AND  
SOCIAL RELATIONS**

Graduated in  
**'05**

**Babes Bolyai  
UNIVERSITY**  
Cluj-Napoca, Romania



**#41**  
EECA  
University  
Rankings  
2015

## WORK HISTORY

brand strategist (apps) **2014 - 2015**  
at SOFTASY **TECH START-UP** 1 year, 4 months

brand strategist (creative) **2007 - 2014**  
at MINDRAINBOW **BRANDING** 6 years, 9 months

agency principal **2005 - 2007**  
at IMAGISTICA **ADVERTISING** 2 years, 1 month

relevant senior positions

## ACCOMPLISHMENTS:

### Mobile Application Designer / Developer

Created and helped develop four **mobile apps** in one year, two of them are major apps in the hospitality industry. Identified problems and created solutions; crafted a business model, analyzed a monetization pattern, revenue flows, UX, UI and technical specification reasoning. Designed all branding elements – naming, logos, and marketing materials.

### 100% Earned Media with a full Digital Campaign

A “no-budget” campaign solely created & managed for a performer that as a result won the Romania Got Talent popular award (2012).

### Author of three books

Wrote three books on marketing and branding for students and new entrepreneurs; the latest book is written in English – “Brands Come True: A Branding Course.”

### Continuous Revenue Growth

Drove an average **18% yearly business increase** in revenue by deploying 250-plus creative projects on a 5-year plan.

### On-Time delivery of projects

Maintained a record of zero unmet deadlines during the seven year period as a brand strategist.

### Results Oriented

Helped grow a private pension fund membership from 0 to 140,000 people in three months through a \$3.5M national campaign.

### Proactive

Developed a one year re-branding process for a **100 year old** football club including visual identity redesign, brand process, declinations, and launching event.

### Effective and Efficient

Managed a team as agency lead, and created an “all-channels” launching campaign in **10 days** including creative direction, copy, art directing, budgeting and declination. Total cost savings to client was \$500,000.

## SOCIAL MEDIA

 @dragosalexa

 /dragosalexa



# THANK YOU!

Thank you very much for all the time invested in reading this application booklet. I hope this was worth it and that I am the guy you're looking for your Brand Strategist position.



CONTACT DETAILS

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