



Roxana Ilie

Marketing Director

📍 Bucharest, Romania

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Links

- [Website](#)
- [LinkedIn](#)
- [Instagram](#)
- [YouTube](#)

Languages

- English (Fluent)
- Romanian (Native)
- French (Work Proficiency)

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)
- Rompetrol
- 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. 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.

- **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. 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, 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**

Rompetro | 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

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