

Ionut Liviu Mosteanu

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CAREER FOCUS

Marketing / Communication / Project Management

STRENGTHS

- Results, deadlines and performance oriented; strategic and analytical mind; proactive attitude
- Experience in planning and execution of complex marketing & communication campaigns for services and FMCG brands
- Deep understanding of client – agency relationship fundamentals
- Proven track record in complex project management

EXPERIENCE

Total Branding Partners

General Manager/Owner – Oct 2007 – present

Plan and execute communication campaigns for agency clients – Baneasa Developments, BMW Romania, APAN Holding, KRUK, Somaco, Fabryo, Romexpo, Expotek, Elgeka Ferfelis (Shell), Cameron. Strategic and creative partnership with other agencies – The Practice, ImagePR, McCann PR – Carpatcement, Coca Cola, Vodafone, Opel, Petrom.

Develop good relationship with suppliers – media partners, production & logistic companies

- Performance recognition from current clients
- Cross category marketing communication expertise
- Business development & administration skills

Leo Burnett & Target

Brand Communication Director - Nov 2006 – Sep 2007

Account coordination for major brands – Orange, Bergengbier, Banca Romaneasca, Citroen

Lead a team of 10 accounts managers/executives

- Very good relationship with main clients.
- Major campaigns implemented
- International campaign coordination

Cohn & Jansen

Strategic Planning Director – Feb 2006 – Oct 2006

Develop communication strategy for the main agency brands – Cosmote, Audi

- Part of the core team that relaunched Cosmote.
- Plan and execute Cosmote communication campaigns

Western Union GMBH Austria – Romanian representative office

Marketing Specialist Romania & Moldova – Dec 2004 – Feb 2006

Plan and implement WU marketing programs in RO & MD

Work closely with the main banks marketing & communication departments

Work closely with correspondent WU marketing specialists from the main sending countries

- Improve budget controlling and reporting skills
- Significant contribution to WU brand & business performance in the region

Mobifon SA/ Connex

Senior Brand Communication Manager – Nov 2002 – Dec 2004

Develop and implement business communication programs. Execute critical to business communication programs

- Deepen advertising knowledge
- Improve process management in a big corporation
- Improve reporting and presentation skills
- Improve coaching and leadership skills

Scala Thompson/ JWT

Account Executive & Account Manager – august 1999 – sept 2002

Project management/ account planning for various Clients: Kraft Foods (Jacobs and Nova Brasilia), Boehringer Ingelheim, Nederlanden, Shell, ABN AMRO

Participation in local and regional (Jacobs Merido, Kraft Dinners, Jacobs Cappuccino) new business projects

- Professional approach of business relationships
- Good knowledge of strategic planning, media, events management, marketing research
- International projects coordination; abilities of working within multinational teams

OTHER PROFESSIONAL EXPERIENCE

Texas Express – Executive Manager – 1995 - 1999

Canon Service/ Messner GMBH – Sales Representative – 1993 - 1995

TRAININGS

2005 – “Time management” - TMI

2004 - “Brand Marketing” – Chartered Institute of Marketing, London

2004 - “Managing interpersonal relationships” – MobiFon internal training

2003 - “Teamship” – leadership training with TMI

2003 - “Change Acceptance Process” – implementing changes within organizations with Educato Professionals

EDUCATION

2001 – 2002 - “Managing the Client and Customer Relations” – Codecs

1996 – 2000 - University “Athenaeum” – Management

1992 – 1995 - University “Politehnica” Bucharest – Computer Science Faculty - first 3 years graduated

1988 – 1992 - “Al. Odobescu” High School

PERSONAL DETAILS

Born on December, the 23rd, 1973 in Stefanesti, Arges, Romania

Family Status – married with 2 kids

SKILLS & INTERESTS

Foreign Languages - English (fluent)

IT Skills - MS-Office applications

Interests - off road motorcycles, mountain biking

REFERENCES

Nina Bratfalean – Marketing & Communication Manager BMW Group Romania

"For nearly four years working with Total Branding Partners we found comfort and confidence that following a clear event or special project brief things will be exactly as planned and on time. At the time of writing this testimonial I have the revelation that together with the Total Branding team we've been (or we are close to) passing in another paradigm of client- agency relationship: one that looks rather "client - trusted partner". Whether we are working on small projects or intense deployments of forces across two or three months without interruption, we receive from Ionut & his team the same consistency and the same well-done job. They take ownership as if "would work for themselves ".

Ana Maria Popa – Business Unit Manager, Shell Division, Elgeka Ferfelis

"Total Branding is the agency that has folded perfectly on our requirements - creative, fast solutions, perfect execution. An agency "formulated to meet the challenges " as our oil Shell Helix!"

Hanny Bratu – Marketing Communication Manager Baneasa Developments

"In 2014 we developed together with Ionut & Total Branding a series of unconventional projects that combined creative development, event marketing and digital communication skills. The results proved that they had a good understanding of customer challenges, adaptability and ability to deliver results. Their expertise and efficiency recommend them for any communication project; you will really see a difference on complex multidisciplinary projects"

Timo Niessner – International Project Manager BM

"I got to know Ionut and his agency/company as a strait, reliable and and proactive partner on BMW-Roadshows through Romania. He and his team are always there when needed and could support us quick and efficient with a standard of high quality when needed. Thanks Ionut for your unlimited support, I'm looking forward working with you again"

Michael Heine – International Project Manager BMW

„I am cooperating with Total Branding Partners since few years already. The cooperation has always been very professional, productive, reliable and solution orientated. I highly appreciate Ionut's experience in consumer facing events in Romania. That made my life as an project manager for international boarder crossing events for premium brands much easier."

Stefan Podaru – Executive Manager APAN Motors

"I had the pleasure to work with Ionut Moşteanu for many events where he supported us with ideas, availability and total commitment. For him the quality results always comes first. You only give Ionut an 'idea' and he will come up with plans, solutions, alternatives and then you can count that things will work at the expected level. His experience in marketing and events along with a hungry spirit seeking new ideas, discovering in the everyday life moments elements that can be integrated into projects make Ionut Moşteanu your Man To Be Trusted. We all know madness and the many details involved in an event. We recommend Ionut dearly and I would be happy to trust him since the first discussion!"