

LORENA M. MANOLICA

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SUMMARY OF QUALIFICATIONS

Over 14 years of experience with managing companies, brands & people. Experience in developing integrated marketing communication plans, covering all on-line & off-line disciplines, for Romania, US and Global markets. Excellent command of brand development traditional advertising, CRM, promotions & interactive/digital. Creative, strategic & strong in fast-paced environments. Result oriented professional, with a strong belief in the power of excellent ideas that build strong brands and raise the sales bar.

WORK EXPERIENCE:

Agency:Wiz, Bucharest, Romania **2009 - present**

- **Co-owner and General Manager**

Managed the business plan development and launched the company. Pursued new business activities with key accounts. Responsible for the P&L and the growth of the company.

Simply Concierge, Bucharest, Romania **2009 - present**

- **Co-owner and General Manager**

Managed the business plan development and launched the company. Pursued new business activities with key clients. Responsible for the P&L and the growth of the company.

Digitas/Publicis, Chicago, Illinois **2007 - 2009**

- **Vice President, Marketing**

Relationship Lead for all Digitas Health clients in Chicago. Managed and inspired a cross functional team (marketing, creative, technology, strategy & analysis, project management) to deliver outstanding services to Digitas clients and great on-line and off-line experiences to their customers.

Abelson-Taylor, Inc., Chicago, Illinois **Sept. 2006 – August 2007**

- **Supervisor Global & US, Eli Lilly** (all on-line & off-line)

The Marketing Store Worldwide, Oakbrook Terrace, Illinois **Nov. 2004 – Sept. 2006**

- **Supervisor Global & US, McDonald's**

Developed, proposed and supervised the implementation of complex Global & US on-line/interactive marketing communications programs targeting key American, European, Australian and Asian markets. Managed 4 MM USD+ on-line projects. Developed cross-brand promotions with Coca-Cola and Yahoo! .Acted as a US based marketing communications consultant for European, Asian, South-American and Australian McDonald's offices in developing and implementing strategic and tactical programs related to key McDonald's initiatives. Provided leadership for the international TMSW team, developing Global & US interactive programs targeting young adults, women & youth. Proactively sought out and developed new avenues for expanding the area of collaboration with McDonald's.

Publicis Group, Bucharest, Romania **March 1998 - Oct. 2003**

- **Executive Director / Publicis Wellcare** - Jan. 2000 - Oct. 2003

Publicis Wellcare is part of the Publicis group of companies, providing full services marketing communications to healthcare professionals & consumers.

- **Account Director / Publicis** - Jan. 1999 - Jan. 2000

- **Account Supervisor / Publicis** - March 1998 - Jan. 1999

Formed, managed and grew a new company, part of the Publicis Group: Publicis Wellcare. Started Wellcare from a \$75K revenue generator (1 small size client / 1 brand) and grew it to over \$1.5MM revenue and a solid, steady growing profitability performance (with over 12 clients / 20 brands). Lead all new business efforts for Publicis Wellcare, with a win rate of 80%. Managed, mentored & established growth plans for over 15 employees across 4 capabilities. Developed the business plan and managed the P&L for Publicis Wellcare.

Created award winning on-line & off-line advertising campaigns & promotions for global and national brands. Proposed strategic brand plans & supervised their implementation on a national and global level, for clients such as: The Coca-Cola Company, Renault, Aventis, Pfizer & UNICEF. Pro-actively identified and developed new key strategic initiatives for the assigned clients, turning project based clients into AOR clients and growing organically the existing business.

Clients: The Coca-Cola Company, HP, Carrefour, Panfoods /Amigo coffee, Ursus Beer, Renault cars, Nestle Purina, Coty, Sanofi-Aventis, Pfizer, AstraZeneca, Abbot, Bayer, BerlinChemie, GSK, La Roche, PSI, Wyeth, Unicef.

Adwiser (advertising -- indoor, outdoor & special events), Bucharest, Romania **Nov. 2001 - Nov. 2003**

- **Business owner & founder / signed an alliance with the Publicis Group**

Clients: Red Bull, Coty, Sanofi-Synthelabo, Aventis, MobiFon, Pfizer, BerlinChemie, GSK, Publicis, RoPharma.

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Lowe Lintas, Bucharest, Romania..... **March 1996- Feb. 1998**

- **Sr. Account Executive** - March 1997 - Feb. 1998
- **Account Executive** - March 1996 - March 1997

Clients: ABN AMRO Bank, ING Bank, Johnson & Johnson, MobiFon Mobile Communications (GSM provider), Holiday Inn, Rhone-Poulenc-Rorer (Sanofi-Aventis), Minolta, Hilton Hotel, Panfoods / Amigo coffee.

DDB Needham, Bucharest, Romania..... **Jan. 1995 – Feb. 1996**

- **Assistant Account Executive**

Clients: McDonald's, Fuji Film, Jotis Baby Food, Delta IceCream, Ursus Beer.

EDUCATION:

- BS degree - Academy of Economic Studies, Bucharest, Romania, 2000
 - University of International Economic Relations, Bucharest, Romania, 1992 – 1998
 - Lowe Lintas Communications College, BBDO School of Advertising, Publicis Integrated Marketing Communications college - Bucharest & Prague, 1996 – 2002
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LANGUAGES: English, Romanian, French, Spanish

OTHER: US & Romanian citizen