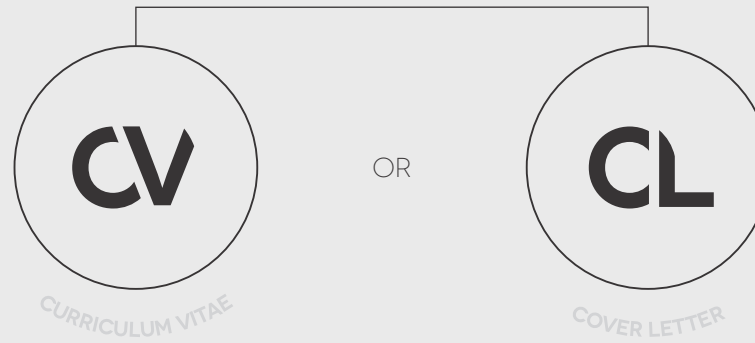


**SEARCH  
NO MORE**



YOUR  
**VP**  
MARKETING  
IS HERE

THIS  
IS NOT A



THIS IS AN



# WHY A BOOKLET?

A simple Resume and a dull cover letter would have perhaps undervalued my awesomeness. If I put everything on 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!

## 11 THINGS

YOU NEED TO KNOW BEFORE READING FURTHER



I worked in the MarComm industry for 14 years.



I am Romanian.



My home is in Chicago.



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 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 help 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 pick this mouse on the right (it's called RAT).

Why? Only 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 this particular 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 the main character, to tell you all about my capabilities, my opinions, and philosophies related to my industry expertise.

# 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 to become a complete brand strategist and marketing manager.

Because I value a lot the idea of **entrepreneurial capability** inside a company not as a lone wolf but as a team player that can innovate while taking realities into consideration.

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

Finally, I hope I am not thinking too much ahead 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. Online media gave us the chance of almost instant feedback, of seamless data gathering, of high volumes and a vast diversity of information from the market and 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 essential 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 firmly 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 U.S.P. 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

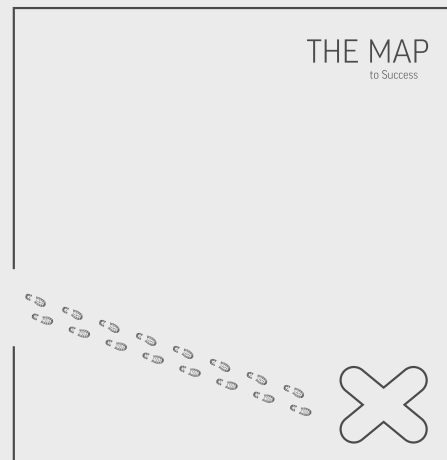


When taking the marketing Journey,  
a compass is more useful  
than a GPS simply because it  
makes you look deep into the  
Reality.

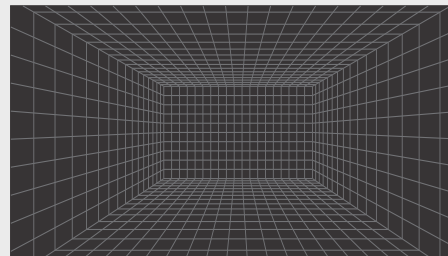
# REALITIES

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.

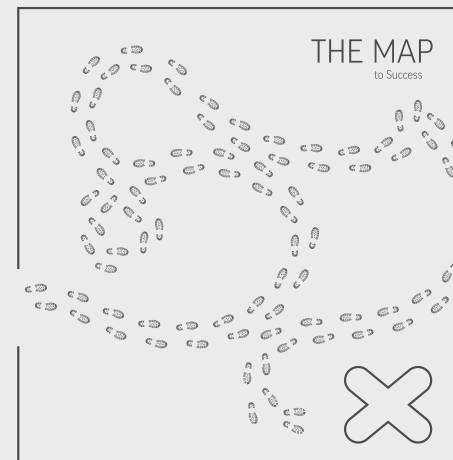
Most often, the Itineraries are never  
looking like this:



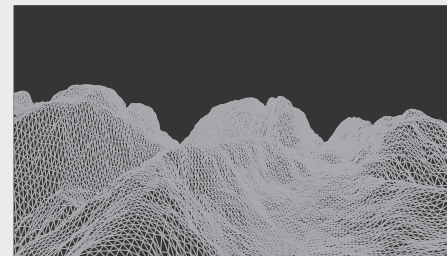
This is mostly because, reality  
never look like this:



... but rather  
like this:



... but rather  
like this:



## REAL WORK EXPERIENCES

**MY POSITION:** MARKETING MANAGER  
**COMPANY:** POLUS CENTER  
**INDUSTRY:** SHOPPING 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 assembled in a very short time:

- creative solution
- marketing activities for 100 days  
before the shopping 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 is merely just strategies of assumption, which 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, these 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.

## JUST SALES WILL SOON NOT BE ENOUGH.



## REAL WORK EXPERIENCES

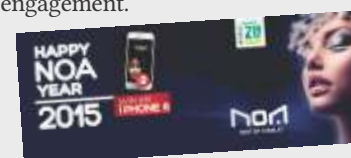
**MY POSITION:** BRAND MANAGER  
**COMPANY:** CLUB NOA  
**INDUSTRY:** NIGHT CLUB

## FANS THAT PAY

There is a trend that may often be 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 reaches 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 to 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 give you the most valuable 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 to create 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 had wanted smart phones



## 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 sports diets.

Because we were allowed inside the company manufacturing process and given a chance to put "stupid" questions as marketing guys, we identified a side product that had incredibly 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 firmly 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 regarding 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 familiar as the CMO (chief marketing officer), but the most famous 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 the 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 potent 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 but also to gather immediate feedback, to take care in the 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 the content in any form. I like social content that gets 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 mentalist 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 at two months before his final performance.

I think the reason why Christian won the competition was not that 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 of the entire interactions that can and will affect the idea of Reputation. Especially in online 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, weakly 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 harmful 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 five 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 with 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 or her because you've poorly managed the relationship with them?

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 to 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 customer, 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 work in two ways: keeping the commercial partners interested and making shoppers 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 regarding motivation.

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

inform them pragmatically regularly (everybody hates wasting their time reading nonsense e-mails, for example), in a way they'll know that they are part of something important, meaningful and worthy. The money will always be necessary, but not necessarily the most persuasive argument in getting and keeping high valued people as employees.

These people, our colleagues are one of the most influential 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 spokesmen that we created for the company.





## CREATIVE MANAGEMENT



Being able to transform ideas into deliverables get 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 ten years. I firmly 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 an excellent brief, sketches or even solutions it saves a lot of time in the process of developing communication and creative tools altogether.

## 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 just because we lacked budgets or time, or both. It is not a good thing that I was a one person show, but it happened.

**VISUAL IDENTITY** LOGO & FULL DECLINATIONS  
OVER 250 PROJECTS

**WEB DESIGN LAYOUTS**  
OVER 50 PROJECTS

**APPLICATION DESIGN** GUI & UX  
OVER 8 PROJECTS

**FULL COMM. CAMPAIGNS** COPYWRITING & ARTDIRECTING  
OVER 80 PROJECTS

**VERBAL IDENTITIY** NAMING & TAGLINES  
OVER 120 PROJECTS

**COMPANY LITERATURE** WEBSITE TEXTS, BROCHURES, BLOG POSTS  
OVER 45 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, stationery, collaterals, copywriting of the brochure, layout design, web design).

We got everything ready in only three weeks.



# selections CREATIVE PORTFOLIO

## LOGOS



shoperia



accession



## WEBSITES





# selections CREATIVE PORTFOLIO

APP DESIGN





selections

# CREATIVE **PORFOLIO**

## 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.







## 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, the 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. Solid 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 Online - 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 five 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

ADDRESS

Chicago, IL - 60625



skype user: dragoslm



linkedin.com/in/dragosalexa



behance.net/alexadragos



## WORK HISTORY

chief brand strategist (freelancing) 2016 - present  
at BRANDACADABRA **TECH** 10 months

brand strategist 2016  
at COMRADE WEB **ADVERTISING** 6 months

brand strategist 2007 - 2016  
at MINDRAINBOW **ADVERTISING** 8 years, 3 months

relevant senior positions

A strategist that is able to develop and grow unique brand insights that are materialized in pragmatic and effective branding programs. A senior member of the team that is well informed, instinctive and never waiver. Eats, sleeps and drinks brand, brand communications, as well as creative, social and digital spaces. An enthusiastic participant and a thoughtful observer when the moment calls for it.

## EDUCATION

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

Graduated in  
**05**

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



**#41**  
EECA  
University  
Rankings  
2015.

## U.S. LEGAL STATUS

- I am legally authorized to work in the United States
- I-551 ("green card") - Diversity Lottery permanent resident authorization **this means I will not require** sponsorship now or in the future for employment visa status

## SOCIAL MEDIA



@dragosalexa



/dragosalexa



dragosalexa.com



## PROFICIENCIES



### APPS BRANDING

- business alignment
- brand integration
- sales reasoning
- creative implementation
- user consideration



### APPS DESIGN UX & UI

- identity integration
- tech specs considering
- user empathiser

portfolio available



### DIGITAL MARKETING

I am a Sales and Marketing automatization enthusiast not for the sake of less work, but for the sake of being able to allow more human brand interaction when needed.

- SEM + PPC - Facebook Ads, Google AdWords, Twitter Ads, LinkedIn Ads
- Inbound content strategist
- Social Media Management
- Wordpress implementation - basic HTML and CSS
- Conversion Rate Optimization
- Social Media Management



### MANAGING CREATIVE ECOSYSTEMS

- Bring peace where brainstorming generates anything other than good ideas.



### GRAPHIC DESIGN

- logo designer expert (over 300 projects)
- packaging passionate
- print layouts lover

portfolio available



### BRAND BUILDER AND TECH EVOLUTIONIST

- I believe that digital is the future, but together with an increased offline interaction.



### INTEGRATIVE AND HOLISTIC THINKER

- Everything matters, everything can help a brand grow, if there is an intention.

# 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 VP Marketing position.

CONTACT DETAILS

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(312) 593 9938  
skype ID: dragoslm

