

Dragos Alexa

ADDRESS

Chicago, IL - 60625

- skype user: dragoslm
- linkedin.com/in/dragosalexa
- behance.net/alexadragos

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



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

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



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



INTEGRATIVE AND HOLISTIC THINKER

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