

Passion. Innovation. Drive.



MARKETER 
CĂLĂTOR

The (b)right marketer for your business!

Did you ever **DREAM** of receiving:

- **Brand Builder & Business Developer** combined expertise?
- **Communication & Social media campaigns** to acquire clients, not only likes?
- Enhanced Drive & Passion for your team in a **new go-to-market attitude**?
- **Change management** skills to deal the big change you feel it's time to do?
- Out-of-YOUR-box evaluation & diagnose on your market actions?

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Wouldn't be **WOW** to have them
in your company
at least **project-based**?

Your Business needs **INNOVATIVE CHANGE** to deal with:

- what should **differentiate** you in the eyes of your consumers
- what you should do to **overcome** any crisis turbulences
- what you need to do to **embrace/ create new trends** before the competition.



can help you **RESHAPE your business** by:

- (re)branding & reposition for your products/ services
- setting up **new go-to-market campaigns** to help your sales team
- **redesign your business model**, as the market & competition won't wait for you.

WOW ONLINE & VIDEO COMMUNICATION:

REDESIGN YOUR IMAGE

- **Social media presence** for more vibrant, true, human but effective online presence, for enlarging reach & awareness, for real clients acquisition.
- **Out-of-the-box WEBSITES.** Even the B2B sites can be creative.
- **Turning Facebook fans or LinkedIn contacts into paying customers.**
- **Online B2B & B2C campaigns & contests** to raise clients & fans engagement.
- **Company doodle & videos production for services/ products**, in order to get more viral online and reach the audience in a more creative/ funny manner. See one of my video doodle produced for a client on <http://roxanailie.ro/doodle-videoatelierul-de-idei-cu-suflet-si-marketerul-calator/> *Other doodles can be shown at request.*
- **Video trending techniques:** kinnect typography/ video info graphics/ 3D graphic/ 2D animation/ real time interactive presentation.

COMPANY/ PRODUCT/ SERVICE BRAND BUILDING:

- **Brand assessment & new concept design**, brand architecture.
- **Logo design, tag line**, positioning, visual identity elements.
- **Brand book & guidelines**, tone-of-voice & copy-writing.
- **Internal& external branding** process.
- **Packaging & product design**.
- **On-line & off-line branded presence**: website, social media, sales literature, newsletters, white papers, stationeries, brochures, leaflets, annual reports, signage.
- **Brand management**.
- (Re)branding evaluation.

NEW PRODUCT/ SERVICE/ BUSINESS UNIT LAUNCH:

- Market researches, opportunity & feasibility studies, risk analyses.
- Business plans & financial model for future sustainability.
- Legal framework research, new law proposals & corporate affairs.
- Design & implementation of operational model.
- Alternative entry strategies, launch campaign, social media strategy.
- Coordination for sales & telesales campaign at launch, management and route-to-market strategies.
- Interim & final evaluation in terms of profitability & financials.

GO-TO-MARKET STRATEGY:

- Research (define & mapping the market & competition).
- Diagnostic/ Design/ Recommendations.
- Offline & Online go-to-market campaigns to boost sales.
- Partnerships & Alliances Programs.
- Route-to-market strategy implementation.

MARKETING 3.0:

- Communicate values, create consumer engagement.
- Promoting (brand) causes.
- Social media campaigns.
- Call-to-action concepts.



TRACKING RECORD:

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Roxana ILIE: Heavy tested & well confirmed senior manager, combined marketing & business development approach, pragmatic creativity and hands-on ability to run complex change projects. **Result & value driven.**

- **18 years of Passion & Innovation** approach in various industries: Pharma, IT&C, oil & gas, HR & personnel leasing, media & entertainment.
- **change/ development agent** of the companies status-quo, changing the go-to-market style, the openness to new ideas.
- **Coordinator for brands birth & growing** (lots of P&L and Business Plans involved).

New services/ products/ business units launched, turned in successful brands:

- **Sodexo:** launch of **CadouPass** gift voucher, **PrimulPass** childcare voucher , preparations for **holiday vouchers**: budgeting, financial model for service sustainability, legal framework research, concept of new service model, corporate affairs, sales & telesales campaign, ATL & BTL launching campaign.
- **Rompetrol:**
 - **Ecopark landfill:** 2,5 million euro investment, top event organization, press conference and national media coverage, B2B online campaign.
 - **Carflux additives & Car Glance windscreen:** products development, branding, premium label & package design, POS materials, brochure, www.carflux.ro
- **Mediapro:** birth of **MediaPro Magic**, VFX& post-production business unit
- concept of **Lugera - The People Republic** & rebranding for 8 countries. New out-of-the-box website design www.lugeraarepublic.com , launch in 3 waves mailing campaign, unconventional brand reminders.

A&D Pharma (Solacium):

- **INFANT UNO range for infant supplements & medical devices.**
(6 products): Product development, positioning, branding, key visuals, communication strategy & materials, creative brand reminders. Partnerships on parenting conferences. Brand activations in baby shopping stores or in maternity hospital units. Launch of www.infantuno.ro
- **IBUSINUS:** TV spot production, mediaplan & excellent results in GRP (2 TV flights, autumn and spring).
- **CIOCOLAX** – rebranding, repositioning, new package. TV spots: pitch, concept, focus groups, 3 spots production, mediaplan. POSM production, internal launch, creative brand reminders.
- **REVIGRIP:** design & implementation of campaign “Revigrip invites you to the tournament” – see details on www.revigrip.ro – redesign of website, integrated online & in-store campaign (10 weeks, 1010 prizes, online media plan, POSM in pharmacies, winner management coordination. **Result:** boost in brand awareness & over 20% sale & market share increase.

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TRACKING RECORD:



www.infantuno.ro



[Acasa](#) [Despre Noi](#) [Produse](#) [Media](#) [Contact](#)

Despre Noi

Gema Infant UNO ofera o ingrijire delicata si sprijina dezvoltarea armonioasa a copilului, avand in componente ingrediente naturale.

Beneficiile Gemei Infant UNO

Produsele din gama Infant UNO acopera nevoile de ingrijire ale copilului, inca din primele zile de viata si pe tot parcursul creaturii lor, oferind:



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Obiectiv mkt &
comunicare

- Relansare Ciocolax in forma, ambalaj si pozitionare noua. Revitalizare notorietate brand, in special in zona consumatorului final. Memorabilitate.



Rețetă
nouă

Ambalaj
nou

Formă
nouă

Ciocolax. Eficient din cale-afara.



Ciocolax[®]

O BOMBOANĂ DE LAXATIV ! ȘI MAI E ȘI
Eficient din cale-afară!

De ce să alegi Ciocolax?

EFICIENT - se administrează 1 comprimat pe zi
(timp de maxim 10 zile)

NATURAL - complex cu conținut ridicat
de extract de frunze de Senna și extract
de fructe de Frangula

GUST plăcut - înveliș de ciocolată
belgiană

MASTICABIL - te eliberează de
disconfortul unui laxativ obișnuit!



Eficient din cale-afară!

Alege și tu comprimatele acoperite cu glazură de
ciocolată belgiană, prin tehnologia Cho Cover™,
care îmbunătățește semnificativ gustul și îi conferă
un aspect plăcut.

Ciocolax[®]

EXISTĂ UN SCAUN ȘI MAI CONFORTABIL!



Atenționări

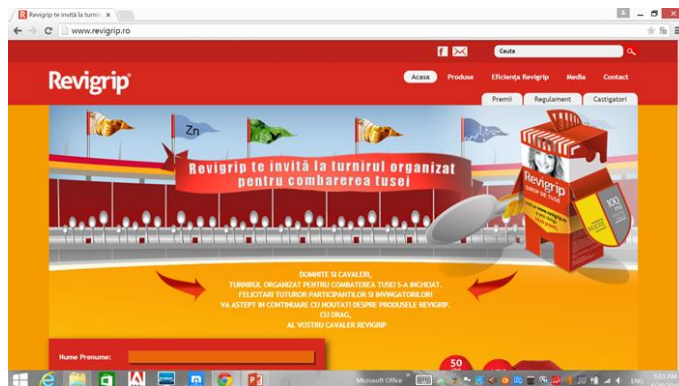
Produsul conține glucide în concentrație ridicată, persoanele cu indice
glicemic ridicat vor folosi cu atenție produsul.

Produsul conține lapte și soia.

Nu se administrează persoanelor alergice la oricare dintre componentele
produsului. A nu se depăși doza recomandată pentru consumul zilnic.

Produs în Italia

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TRACKING RECORD: Revigrip in-store & online campaign

**Revigrip® te
invită la turnirul
organizat pentru
combaterea tusei**



Cumpără un sirop Revigrip® în perioada
15 septembrie - 23 noiembrie,
înregistrează numărul bonului fiscal pe
www.revigrip.ro și poți câștiga prin tragere la sorți:

SĂPTĂMÂNAL
unul din cele
10 aparate de
aerosoli

50
câni
filtrante de
apă

170
umbrelle

ZILNIC
unul din cele
1.000 de premii
oferite de
cavalerul
Revigrip®:

750
pachete
Revigrip®
Family

Revigrip®

Păstrează bonul fiscal pentru validarea premiilor.
Regulamentul complet al promoției este disponibil pe www.revigrip.ro.
*Imaginile premiilor sunt cu titlu de prezentare.

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TRACKING RECORD:

Other packaging projects



Carflux additives range

Advertising on TV

Ibusinus: [TV spot here](#)



Invisalign By Smile Factory: [TV spot here](#)



Online videos: Lugera The People Republic: [see movie here](#)



**Choose wisely your marketer.
It could redesign your entire success story!**

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