



Alexandru Ioan Rîpa

Home : Bucharest, Romania

Email: alex.ripa@gmail.com **Phone:** (+40) 0723749896

Gender: Male **Date of birth:** 13/11/1993 **Nationality:** Romanian

WORK EXPERIENCE

[21/02/2023 – Current]

Media & PR Manager RO/BG/MD

Beiersdorf Romania

City: Bucharest | **Country:** Romania

Translates Marketing Strategy to Media Strategy

Excellence in MasterPlan execution in line with strategy

Local Media planning, implementation and optimization

Media KPIs tracking

Media Agency coordination

Translates Marketing strategy into PR activity plan

Act as local key point of contact on all PR/communication related topics incl. CSR, Sustainability, D&I and issue mgt

[01/09/2022 – 20/02/2023]

Channel Marketing Activation Coordinator

Coca-Cola HBC Romania

City: Bucharest | **Country:** Romania

Manage execution plans from concept to in trade activation in line with our Business, Customer and Brand plans

Develop best in class Point of Sale and digital activation suite

Manage and lead cross functional mobilisation teams

Build and deliver key projects on-time and in full in line with trade deadlines gaining commitment from all cross-functional stakeholders

Set and monitor KBI for all trade projects

Lead the development and communication of all support material for the Field Sales Team

Build strong links with Field sales teams to ensure there is a full understanding across the teams of all major programs

Manage DME Project Budgets

Complete Evaluations for all key projects with clear recommendations for continuous improvement.

Continue to work on self-development through ownership of your IDP, following business trends and improving knowledge

[07/2020 – Current]

Brand Manager NIVEA MEN

Beiersdorf Romania

- Execute and control the annual marketing budget
- Plan and coordinate with the media agency the implementation of the media plan with focus on digital channel
- Create and execute ATL and BTL activities together with the Shopper&Customer Marketing department and sales department

- Monitor and control the forecast accuracy of the products I managed, providing on time information on quantities based on launches, re-launches, market evolution, opportunities and risks
- Lead continuous analysis of promotional activities to identify opportunities, propose improvements and design the brand's annual promotional strategy together with the Shopper&Customer Marketing Department
- Monitor business variables: Net Sales, market share, gross margin on project level and on a monthly/weekly basis
- Performing data driven diagnosis of campaigns and implementing maximization plans based on it
- Lead the process of new product launches and coordinate with other departments: sales, shopper&customer marketing department, logistics, supply chain, finance

[04/2019 – 07/2020] **Brand Manager**

Nestle Romania

City: București

- Defining and implementing annual marketing plan: setting up objectives, strategies and tactics. Leading role in coordinating and aligning departments: marketing, sales, trade marketing, finance, logistics.
- Coordination of the annual marketing budget between assigned brands
- Leading role in the coordination of marketing-trade marketing-sales departments for campaign generation and campaign execution
- Direct work with National Sales Manager and Regional Sales Managers for better implementation of consumer campaigns via sales force
- Monitor brand performance KPIs: market shares, net sales, profitability
- Leverage consumer insights studies from region in order to improve deployment of new products in Romania
- End-to-end responsibility for new product launches on the Romanian market
- Development and execution of the business strategy in accordance to the distribution channel specificities
- Owner of the brand's digital assets
- Setting up the digital strategy and communication strategy for the owned brands
- Regular data analysis and interpretation
- Close relationship with third parties such as media agency and creative agency in order to implement marketing campaign in accordance to the marketing strategy
- Developing and implementing National Consumer Promotions, with pre and post-evaluation analysis
- Stock Management of promotional materials

[08/2017 – 03/2019] **Jr. Brand Manager**

Nestle Romania

City: Bucuresti

[11/2016 – 07/2017] **Marketing Assistant & Digital Champion**

Nestle Romania

[11/2015 – 11/2016] **Marketing Trainee & Digital Champion**

Nestle Romania

[09/2015 – 10/2015] **Audit Internship**

KPMG Romania

[03/2013 – 09/2015] **Volunteer**
"Liderii Mileniului Trei" Club (LMT Club)

[06/2014] **Asistent Journalist**
Prima TV

City: Bucharest

[03/2013 – 06/2013] **Practice Internship**
PricewaterhouseCoopers
City: Bucharest | **Country:** Romania

[06/2012 – 07/2012] **English Trainer**
Smart English Centre
City: Calarasi | **Country:** Romania

[06/2011 – 07/2011] **English Trainer**
Smart English Centre
City: Calarasi | **Country:** Romania

[06/2010 – 07/2010] **English Trainer**
Smart English Centre
City: Calarasi | **Country:** Romania

EDUCATION AND TRAINING

[10/2017 – Current] **PhD. Student**
Economie si Afaceri Internationale – Bucharest University of Economic Studies
City: Bucuresti |

[09/2015 – 05/2017] **Master Degree**
Master in International Business Communication - Bucharest University of Economic Studies

- English program
- Dissertation: 10
- Transcript: 9.60
- What I studied: International Marketing, Leadership and organizational communication, business communication, communication theories and techniques, Political communication, Geopolitics, Diplomacy, Negotiations techniques

[10/2012 – 07/2015] **Student**
International Business and Economics – Bucharest University of Economic Studies

- Bachelor Exam: 10
- Transcript: 9.52
- 3rd place in scientific communication Microeconomics & Macroeconomics

[10/2013 – 07/2014] **Journalism Student**

Television School Tudor Vornicu

City: Bucuresti |

[10/2008 – 06/2012] **Student**

Colegiul National "Barbu Stirbei "

City: Calarasi |

Valedictorian: 10

[06/2011] **Cambridge Certificate in Advanced English (CAE)**

Nivel Engleză: C1

[10/2010 – 06/2011] **Student**

Smart English Centre

City: Calarasi |

- 2010 - Cambridge First Certificate in English Diploma (FCE)

- 2011 - Cambridge Certificate in Advanced English (CAE)

[10/2008 – 06/2009] **Volunteer**

" Liderii Mileniului Trei " (LMT)

City: Calarasi |

LANGUAGE SKILLS

Mother tongue(s): Romanian

Other language(s):

English

LISTENING C1 READING C1 WRITING C1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

French

LISTENING A2 READING A2 WRITING B1

SPOKEN PRODUCTION A2 SPOKEN INTERACTION A2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

My Digital Skills

Microsoft Office Package | Team-work oriented | Good listener and communicator | Written and Verbal skills | Public Speaking | Reliability | Critical thinking | Decision-making

HONOURS AND AWARDS

3rd. position - BVB IQ Invest Quest (Student Category)

ORGANISATIONAL SKILLS

List of organisational skills

- Initiative: identification of new work methods in order to improve performance; taking immediate actions to stop the unwanted work situations
- Leadership skills: coordination of a 15 sales reps during marketing campaigns
- Work environment understanding and adapting skills

- Responsibility owner
- Result Oriented: Objective driven way of working
- Prioritization skills
- Opportunity identifier
- Pro-active cooperation with teammates
- Problem anticipator
- I ask and I give feedback
- I like to set up development plans for me in order to improve my weakest points

COMMUNICATION AND INTERPERSONAL SKILLS

Communication

- Communication abilities achieved through the role of project manager in cross-functional projects of product launches
- Communication improved through attendance of Journalism School Tudor Vornicu

WORK RELATED SKILLS

List of skills

- Understanding business environment
- Achieving team success through a good leadership
- Performance oriented
- Competitive spirit
- Initiative
- Cooperation
- Proactive attitude
- Written and Oral communication
- Analytical abilities
- Good planner
- Strategic vision

PUBLICATIONS

List of publications

Customer Relationship Management. Websites Analysis of the Top Ten Consumer Goods Companies, Management Dynamics in the Knowledge Economy, Vol.14, Nr.4, 2023, pg. 352-371, ISSN: 2392-8042

Innovation in Top Ten MNCs Activating in Consumer Goods Industry, European Journal of Interdisciplinary Studies, Vol.15, Nr.2, 2023, pg. 118-133, ISSN: 2067-3795

The Link between Innovation and Customer Relationship Management: The Analysis of WEB Discourse of Multinational Companies, Review of International Comparative Management, Vol.25, Nr.1, 2024, pg. 118-133, ISSN: 2601-0968

Customer relationship management in the international context – theoretical and practical considerations, 16th International Conference on Business Excellence, București, 2022, publicat în Proceedings of the 16th International Conference on Business Excellence, Vol. 16, Nr.1, 2022, pg. 1060-1072, ISSN 2558-9652

Encouraging business innovation–how is this reflected in top 10 international automakers, 16th International Conference on Business Excellence, București, 2022, publicat în Proceedings of the 16th International Conference on Business Excellence, Vol.16, Nr.1, 2022, pg. 1047-1059, ISSN 2558-9652

Man, Mansion, and Motion (II). A FORWARD HISTORY OF HOMESTEADING AND HORSEPOWERING - The Market for Ideas, Sep 2017

Man, Mansion, and Motion (I). A FORWARD HISTORY OF HOMESTEADING AND HORSEPOWERING - The Market for Ideas, No.5-6, May 2017

Coaching the business game - The Market for Ideas, No.4, Mar.-Apr. 2017

On taxing the robots - The Market for Ideas, No.3, Jan.-Feb. 2017

The book of time - The Market for Ideas, No.2, Nov.-Dec. 2016

Is Musk Tesla's Reincarnation? - The Market for Ideas, No.1, Sep.-Oct. 2016

Teorii si practici politice - Economistul Nr.3, Feb. 2016

Domnul XX si Doamna XY - Economistul Nr. 43-44, Nov. 2015

Regii cazinourilor sau robii hazardului - Economistul Nr. 39-40, Oct. 2015

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02.07.2024

Semnătura

