

Europass Curriculum Vitae



Personal Information

Name **Mătășel Răzvan**
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Professional Experience

Date	September 2023 - Present
Position	Growth & Strategy Director
Main activities and responsibilities	<ul style="list-style-type: none">- The coordination of integrated communication campaigns- Advertising models, communication strategies and positioning statements development- The analysis of the existing researches and the commission of additional researches for a better understanding of the consumer- Clients: Avon, Lidl, P&G (Pampers), BCR Asig de Viata, Grupul Nepi Rockcastle
Employer Name	GMP&U
Activity Field	Idea Company
Date	August 2008 – September 2023
Position	Partner & Strategy Director
Main activities and responsibilities	<ul style="list-style-type: none">- The coordination of integrated communication campaigns- Advertising models, communication strategies and positioning statements development- The analysis of the existing researches and the commission of additional researches for a better understanding of the consumer- Developments of exploratory researches methodologies- Clients : SC Agip Romania SRL, The Advisers, Banca Comercială Română, Big Brother SRL, Cetelem, Consiliul Superior al Magistraturii, EuropaFM, Federatia Romana de Arte Martiale, GlaxoSmithKline (brandul Alli), Grupul Pro: ProTv, ProFM, InfoPro, Halfords Media Limited (Pokerstars), Imobiliare.ro, Politia Capitalei, Publimedia (ProSport), RCS-RDS, Romexpo, Scania, Toyota, Ursus (Grolsch, Stejar, Redd's), Unilever (Knorr, Delma), Zentiva (Modafen)- Awards:- INTERNETICS 2013<ul style="list-style-type: none">▪ Gold and Bronze –www.4inmasina.ro- EFFIE 2013<ul style="list-style-type: none">▪ Gold –Brand Experience –Brand Grolsch: Experience Hotel▪ 3 Nominees –Barni(Food), Redd's (Renaissance), Grolsch (Brand Experience)- EFFIE 2012

- Silver – Gold was not awarded –David vs. Goliath –Brand Grolsch: Change the city with creativity
- CANNES 2009 – The first Romanian agency nominee in PR for the best use of celebrities for the information campaign: “Accidents can happen to anybody!”, campaign developed for the Bucharest police: http://www.youtube.com/watch?v=gVPSz5ku_ME
- GOLDEN DRUM 2009 (Slovenia) – The best positioning of a Romanian advertising agency:
 - Golden Drum – Media – TV, Cinema and Radio – (Bucharest Police – Accidents ca happen to anybody!)
 - Shortlist – Golden Watch (Advertising Campaigns) – (Bucharest Police – Accidents ca happen to anybody!)
 - Shortlist – PR (Unconventional Communication) – (Bucharest Police – Accidents ca happen to anybody!)
- AD’OR 2009 – The biggest number of gold trophies obtained by an independent agency:
 - Gold – The Best Integrated Campaign - (Bucharest Police – Accidents ca happen to anybody!)
 - Gold – The Best TV Campaign - (Bucharest Police – Accidents ca happen to anybody!)
 - Gold – The Best TV Use - (Bucharest Police – Accidents ca happen to anybody!)
 - Silver – Best TVC - (ProSport – Anti Dinamo)
 - Nominee – Best TV Campaign – (ProSport – Anti Steaua & Anti Dinamo)
 - <http://www.youtube.com/watch?v=dx7BzitFIKI>
 - <http://www.youtube.com/watch?v=wqQval16E6Y&feature=related>
 - Nominee – Best TVC – (ProSport – Anti Steaua)
- “The Best Institution Partner” – award received from the Bucharest Police
- IAA Excellence Awards 2009 - “for excellence in developing communication campaigns that changed social behaviors”
- Webstock 2011 – Gold - Best User Generated Platform – Bucharest by Hand (Grolsch brand – Ursus Company)
- www.experimentalist.ro
- Jury Member: Effie (București), Internetics (București), Advertising and Marketing Effectiveness (New York)

Employer	Arsenoaiei & Mătășel
Activity Field	Marketing & Advertising
Date	November 2019 - Present
Position	Project Manager, Business for Good – Social Enterprises Hub
Employer	SC Arsenoaiei și Matasel Consulting SRL
Activity Field	Social Economy
Date	March 2012 – May 2012
Position	Short term expert on strategy and branding topics within the “E.H.R. – Entrepreneurship for Human resources” project (2012) (POSDRU/92/3.1/S/53763).
Main activities and responsibilities	Creative Materials and Visual Identity Development
Employer	The National School for Political and Administrative Studies
Field of activity	Education, Research & Development

Date	February 2009 – March 2009
Position	Short Term Expert on dissemination and communication topics “Quality and Leadership for the Romanian University Education” http://www.edu2025.ro/home.aspx
Main activities & responsibilities	Communication strategic consultancy
Employer	The executive unit for financing the academic education - UEFISCDI
Activity Field	Research & Development
Date	June 2003 - August 2008
Position	Deputy Managing Director & Head of Strategy
Main activities and responsibilities	<ul style="list-style-type: none"> - The coordination of integrated communication campaigns - Advertising models, communication strategies and positioning statements development - The analysis of the existing researches and the commission of additional researches for a better understanding of the consumer - Developments of exploratory researches methodologies - Communication strategy development for Eastern and Central Europe: Bonux, Tide și Wash&Go (P&G) - Clieții: Altex (Altex, Teletech, Davio, Credex), Anchor Group, Antipa Museum, Antena 1, Banca Românească, BCR, Brau Union (Ciuc, Bucegi), Cașavencu Group (Tabu, Academia Cașavencu, 24-Fun), Citroen, Chevrolet, Connex, Cris-Tim, Ejobs, Elite/ Strauss (Elite, Doncafe), GE Money, Inbev (Bergenbier, Becks), Nestle (Joe), Nutline (Nutline), Orange, P&G (Tide, Bonux, Wash&Go), PM (Marlboro, L&M, Parliament), Quadrant Amro Beverages (Prigat, Roua Mușilor), Vincon Vrancea) - Jury Member: Effie (Bucharest), EuroEffie (Bruxelles), Internetics (Bucharest), Olimpiadele Comunicării (Bucharest) - Awards: <ul style="list-style-type: none"> ▪ 24 Romanian Effie ▪ 2 EuroEffies (Bruxelles), 2 APG Creative Awards (London) http://www.warc.com/Pages/TopicsAndTrends/KeywordGenerated/Display.aspx?q=brand+planning&Area=&Page=&Tab=&DVals=&SourceOR=&DRange=&Filter=&q=matasel&Sort=Relevance - Contribution to several exploratory researches methodologies: <ul style="list-style-type: none"> ▪ LeoShe Inside-Out www.leoshe.ro/insideout ▪ LeoShe – Clichés - www.leoshe.ro
Employer	Leo Burnett Bucharest (Romania)
Activity Field	Integrated Advertising Agency
Date	September 1999 - June 2003
Position	Research & Strategic Planning Director
Main activities & responsibilities	<ul style="list-style-type: none"> - The coordination of integrated communication campaigns - Advertising models, communication strategies and positioning statements development - The analysis of the existing researches and the commission of additional researches for a better understanding of the consumer - Developments of exploratory researches methodologies

Employer	- Regional communication strategies for CEEMEA: Jacobs Kroenung, Jacobs Mainstream & Nova Brasilia (Kraft) - Clients: Boehringer Ingelheim (Mucosolvan, Dulcolax), Nestle (Joe), Unilever (Organics, Bona, Timotei, Lux, Lipton), Chipita (Mini7 Days, Chipicao)
Activity Field	Scala Thompson (member of JWT Worldwide) Bucharest (Romania) Advertising Agency
Date	March 2001 - present
Position	Associate lecturer, PhD student
Main activities & Responsibilities	Advertising Strategic Planning Course
Employer	The National School for Political and Administrative Studies
Activity Field	Education
Date	2009-2013
Position	Associate lecturer
Main activities & Responsibilities	Advertising Strategic Planning Course
Employer	The Faculty of Journalism and PR, Bucharest (Romania)
Activity field	Education
Date	August 2009 – August 2012
Position	Trainer
Main activities & Responsibilities	New vs. old media/ Strategic Planning in Communication/ Creative exploratory research
Employer	The International Advertising Association School Bucuresti (Romania)
Activity Field	Education
Date	August 2005- August 2006
Position	Associate Professor
Main activities & Responsibilities	International Marketing Lectures
Employer	The Romanian-Canadian MBA Bucharest (Romania) & Ottawa (Canada)
Activity Field	Education
Education	
Date	September 2018 - Present
Title or qualification	PhD Student in communication sciences studying the academic-practicians divide regarding the advertising models
Education Institution	The National School for Political and Administrative Studies (Bucharest)
Date	September 1999 – June 2001
Title or qualification	Post university studies in Intereuropean Transactions

Main subjects	Statistics, International Marketing
Education Institution	The International Economic Relations Faculty, The Academy of Economic Studies (Bucharest)
Date	September 1995 – September 1999
Title or qualification	International Transactions Specialization
Main Subjects	Statistics, International Marketing
Education Institution	The International Economic Relations Faculty, The Academy of Economic Studies (Bucharest)

Conferences & Public Speeches

Date	9-10 June 2022
Presentation	The academic practitioner divide related to the advertising models
Conference Name	International Graduate Conference in Communication Science
City	Cluj Napoca
Date	21-24 September 2022
Presentation	Global crisis impact on the advertising models used by the Romanian
Conference Name	Communication Market
City	Academos Conference – Challenges of Contemporary Global Crises Bucharest
Date	August & September 2001
Numele Organizației	Facilitator For the Unilever Marketing Academy for the Brand Key Tool
Cities	Budapest (Hungary), Bucharest (Romania)
Date	2003 – present
Conference Type	Speaker for ones of the most important research, marketing and communication conferences in Romania