

Luminita Beldie (Oprea), Executive MBA

Address: BUCHAREST
E-mail: luminita.oprea@gmail.com

Published Books 2006, *CSR – from theory to practice*, Tritonic
2011, *CSR Vector*, Universul Juridic, Business Collection
2018, *Matrioska Effect*, One

Professional Profile **Dynamic and results-oriented Integrated Communications Manager with over 17 years of experience in creating and implementing successful MARCOM campaigns.**

Proven track record of increasing brand awareness and driving revenue growth.

Expertise in developing, implementing, and monitoring integrated marketing, communications, and CSR campaigns.

Coordination of stakeholders (advertising agencies (ATL & BTL), PR, NGOs) ensuring the best solutions for the company (quality, time, costs, image, etc.)

Preparation of CSR and sustainability reports

Event organization

Spokesperson – media, conferences

Cost center management

Team coaching

Core Competencies

Brand positioning

Stakeholder engagement

Transformational leadership

Board level reporting

Cross-departmental collaboration

Project management

Public speaking

Critical thinking



Professional Experience

Since 1st of March 2017 **Marketing Manager at CMTEB (former RADET)**

Build Brand acceptance, trial and preference. Develop professional and productive business relationships and tailor-made campaigns with suppliers / advertising agencies that educate, excite and enroll the clients.

Contribute to sales through solutions development, including needs analysis, product positioning, application consulting and competitive intelligence.

Strategize with key stakeholders to review services mix, competitive analysis and market plans to promote RADET services

Improve efficiency and find solutions that increase the bottom line and deliver long-term value

March 2016
– March
2017

Image Consultant at RADET (Regia Autonoma de Distributie a Energiei Termice)

Create messaging strategies, analyzing reports, SWOT analyses, conducting internal & external surveys & stakeholders analysis, designing and implementing integrated strategic Marketing Communication plans, tactical calendars, brand management, employee empowerment, crisis management, CSR, and reputation risk management and other deliverables as needed, based on data and research

January
2010 –
February
2016

Founder and Strategist at Saga Business & Community, a Reputation Management Company (www.sbc.com.ro)

Reputation Management:

- Developing value for clients - Setting, communicating and maintaining timelines and priorities on every project
- Communicating, maintaining and developing client's relationships
- Managing supplier relations
- Managing operational and administrative functions to ensure specific projects are delivered efficiently
- Rebranding campaign (e.g. FPP - Fondul Post Privatizare)
- Creating innovative products / conferences
- Developing promotion campaigns
- Designing personalized solutions for clients (e.g. Volksbank, BASF, AirLiquide, Ductil, Renault Tehnologies Roumanie, Orange)
- Managing budgets
- Providing leadership, motivation, direction and support to the team

Holcim (Romania) SA– Bucharest, Romania

February
2001 –
December
2009

Integrated Communication Manager covering *Advertising, External Communication* (positioning, strategy, media relations), *Marketing Pr, Brand PR, Internal Communication, Crises Communication, Corporate Social Responsibility, Rebranding campaign from Holderbank to Holcim including the external and internal brand launch, Spokesperson* .

BRAND MANAGEMENT

= analysing how our brand is positioned in the market and crystallise targeted consumer's insights

= aligning the company around the brand's direction, choices and tactics

= overseeing marketing and advertising activities to ensure consistency with product line strategy

= measuring and reporting performance of the campaigns

= leading creative development and creating motivating stimulus to get targeted population to "take action"

EXTERNAL COMMUNICATION

Realizing the Corporate Image strategy and corporate image integrated plan, ensuring the reputation management of the company. Responsible for planning, developing, implementing and measuring the communication and public relations activities, both external and internal, delivering measurable projects and campaigns on time, within budget and to a consistently high quality reaching the agreed objectives with measurable KPIs.

- = positioning the Company under Sustainable Development concept
- = creating the stakeholders message matrix; ensuring consistency of messages
- = working with advertising agency and PR agency for strategy implementation
- = developing innovative communication programs to support sales, products launch, brand development, customer events, media and community relations efforts
- = integrated collaboration with Marketing and HR departments; coordinate activity at both a strategic and tactical level within all departments in order to ensure marketing and communications ideas and opportunities are maximized
- = working closely with the advertising agency on the most suited strategies and on the media plan
- = being responsible for Communication cost centre, planning & budgeting
- = developing & implementing the Corporate events
- = developing internal & external communication procedures (for ISO certification)
- = running focus groups and image surveys

Achievements:

Awareness = 86 % prompt brand awareness
 41% blind brand awareness
 (according to last image research)

Rebranding = preliminary audit
 = set-up the new corporate brand launch strategy (internal & external)
 = integrated change communication
 = set-up a local internal magazine
 = set-up of local web site respecting global brand consistency
 = internal training (workshops and new brand handbook)
 = working with PMA (Project Management Approach);
 = tasks allocation within team budget; resource planning

Merge & Downsizing = implementation of tailored communication
 = reaching 1200 employees from the initial 4000,
 without having strikes or any other negative image capital

INTERNAL COMMUNICATION / EMPLOYER BRANDING

- = responsible for the effective delivery of information and corporate communications to staff
- = creating the internal communication plan & internal messages matrix, managing change programs, measuring the impact on staff
- = offering support for Employer Branding programs, for talent recognition programs
- = setting up the Internal Communication magazine, newsletters, e-cards, briefing materials
- = tailoring and delivering / implementing internal roadshows, management conferences
- = creating and running Annual Internal Communication surveys
- = developing knowledge and understanding of internal communication tools and techniques among the departments and how these can best be used within the company
- = developing regular feedback channels to promote cross communication within the Co
- = ensuring continuous improvement

CRISIS COMMUNICATION

- = set-up the Crises Communication Handbook & Procedures
- = organise company risk assessment and develop the crisis com plan (examples of crises I coped with: downsizing, injuries, communities' issues, cartel accusations, clients' issues)
- = organise relevant staff training
- = dealing with crises, monitoring & improving

CSR (Corporate Social Responsibility)

- = develop CSR policies and procedures
- = develop the annual CSR plan in concert with representatives of related functional areas and business units
- = manage CSR assessment and stakeholder engagements
- = manage CSR reporting process, working with different departments
- = develop the local Annual Sustainability Report (first one in RO released in 2004)
- = identifying the right partners and partnerships
- = creating the first CSR Public Private Partnership in Romania in 2004. The program "Build your own environment", which is present on the national optional courses.
 - Teaching CSR course at the Faculty of Journalism and PR for seven years

Dec. 1998 – **Bates 141 Romania**

January **Account Manager & New Business**
2001

- Develop the relationship and maintain the communication process between Client and Agency
- Develop new business accounts
- Design and implement effective marketing communication strategies; BTL events
- Coordinate the creative part, media planning, production
- Supervising research studies; Monitor and coordinate the budgeting and financial process
- **Client portfolio** (COTY – Margaret Astor and Rimmel, Dacia – Renault, P&G, LG Electronics, Dialog (Orange), Mobilrom (Orange), Angelli, PSI, Elite Model Look , IFF)

E d u c a t i o n

2019 - 2024 **Phd Student, Faculty of Communication, SNSPA**

2007 – 2009 **Executive MBA, ASEBUSS, in collaboration with Atlanta University**

2003 - 2004 **Master in Communication, Media and Society, University of Bucharest, Sociology Faculty**
1st Master held in French language and with participation of French and Swiss Professors

2003 - 2004 **Master in International Projects Management, SNSPA**

Bucharest University – Letters Faculty

Public Relations and Communication Department

Bucharest University – Letters Faculty, College of Public Administration and Journalism

L a n g u a g e S k i l l s

English Fluent

French Fluent

Italian Basic notions / passive

Computer Skills

very good knowledge of Windows 95 applications (MS Word, MS PowerPoint, MS Excel, MS Project), Lotus Notes, Internet, e-mail

Extra-Curricular activities

Relational Communication, Espere Method, Jacques Salome

NLP (neurolinguistic programming) courses, by Mind Master

SPIN Selling course sustained by TREND Consult

Participation at international conferences (London, Barcelona) on Communication & CSR

Leadership Seminar sustained by IMD Lausanne

Leadership Course sustained by Ascendis

Management Seminar, Zurich, sustained by HGRS together with IMD Lausanne

Regional Corporate Social Responsibility Coordinators Workshop, Rabac, Croatia

“Interpersonal Skills Course” – by Corporate Dynamics International

ACCENT – Managerial Skills Multi Module Training

Holcim Communication Forum (Switzerland)

Presentation Techniques – Center for the Implementation of the Perform. Management

BTL Presentation – Saatchi & Saatchi Bates Centrade 141

Training courses for Evaluation and Development Negotiations

Interests

Personal development courses and literature, leadership & management literature, psychology, psychoanalysis, society dance, theatre, travels, foreign cultures.