

# Mihai-Claudiu Preotu

## CURRICULUM VITAE

Tel: 0741268536

E-mail: mihaipreotu@objectb.ro



## Comms, Brand & Marketing Strategy

### Professional

2025 -

**National University of Political Studies and Administration, Faculty of Communication and Public Relations – Associate Lecturer; PhD student.**

*Higher education.*

- Teaching the Introduction to Advertising seminar.
- Pursuing a PhD in Communication Science with a thesis focusing on applying the conceptual toolset of semantic networks to brand communication.

2020 -

**Object B – Managing Partner**

*Advertising boutique & marketing consultancy.*

- Founded a strategy & creative boutique, doing consulting and campaign development for own clients and other agencies. Gained valuable project management and budgeting experience.
- Provided marketing consulting & advertising services for entrepreneurial clients.
- Developed the new brand positioning and 2022 image campaign for Bonduelle Romania.
- Helped top advertising agencies win pitches and develop business across retail, pharma, FMCG, finance and DIY.

2019 – 2020

**MullenLowe Bucharest – Strategy Director**

*Full service advertising agency.*

- Led the agency's strategy department, crafting and implementing brand strategies for Unilever, Lidl, Heineken, Maspex, Telus, Mercedes-Benz among others.
- Drove new business growth through strategic pitch leadership and strategy development.

2013 – 2018

**Tempo Advertising – Head of Strategy**

*Full service advertising agency.*

- Orchestrated the launch of Fortifikat Forte (a Terapia brand), achieving 2<sup>nd</sup> place in its category within 8 months. Strategy behind Faringosept's 2012 repositioning as a beloved Romanian heritage pharma brand and subsequent growth & sub-brands.
- Managed comprehensive brand strategies for E.ON Romania and METRO, contributing to significant brand repositioning and market share growth.
- Other clients: Raiffeisen Bank, Ernst&Young, Alexandrion, La Doi Pasi, Promenada Mall.

2011 – 2012

### **Propaganda – Strategic Planner**

*Full service advertising agency.*

- Work for clients in diverse categories such as FMCG (Napolact, Raureni, Penes Curcanul), construction materials (Duraziv, Wienerberger Porotherm), banking (Banca Carpatica), non-profit (SOS Children's Villages, Active Watch).
- Awards at festivals like Effie and ADC Awards.

2007-2011

**Brightness Creative Solutions** - copywriter

**D&D Research** – qualitative research internship

**Metropotam.ro, Condo.ro** – writer

### **Awards & Recognition**

Bronze Effie, Effie Romania 2023 (Mega Image)

Effie Romania jury member (2019 - 2021)

Cresta Awards 2019 finalist (PAID)

Nomination, Effie Romania 2016 (Fortifikat)

Bronze Effie, Effie Romania 2013 (Napolact)

Best of Online Gold, ADC Romania Awards 2013 (Duraziv)

Viral Video, Internetics 2013 (Duraziv)

Spicy Viral, EuroViral 2013 (Duraziv)

Social Campaigns PR, ADC Romania Awards 2013 (Active Watch)

### **Certifications**

Google Data Analytics Professional Certificate (2023)

### **Skills**

Strategic Planning, Competitive Analysis, Integrated Marketing, Marketing Strategy, Trade Marketing, Brand Architecture, Customer Insight, Market Research, Social Media Marketing, Copywriting, Online Marketing, Project Management, Data Analytics, Management.

### **Education**

2009 – 2011

Master in Advertising, Faculty of Communication and Public Relations, SNSPA Bucharest.

2006 - 2009

Faculty of Communication and Public Relations, SNSPA Bucharest.

### **Others**

Foreign languages: English, French.

PC: MS Office, Adobe Creative Cloud, Ableton Live.

Driving license, B category.