

Mihai-Claudiu Preotu

CURRICULUM VITAE

Tel: 0741268536

E-mail: mihaipreotu@gmail.com



Comms, Brand & Marketing Strategy

Professional

2025 -

National University of Political Studies and Administration, Faculty of Advertising – Associate Professor

Higher education.

- Teaching the Introduction to Advertising seminar to first year students of the Faculty.

2020 -

Heads & Hearts – Managing Partner

Advertising boutique & marketing consultancy.

- Co-founded a creative & strategy boutique, leading brand & marketing strategy and campaign development for own clients and agencies.
- Gained valuable project management, production and budgeting experience.
- Developed the new brand positioning and 2022 image campaign for Bonduelle Romania.
- Provided strategic and creative consultancy for top advertising agencies, contributing to successful pitches and business development across retail, 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 2nd 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.