

# MIRUNA BAIAS

COMMUNICATION  
STRATEGIST

## AREAS OF EXPERTISE

Brand Strategy  
Communication planning  
Social media strategy

Industries:  
E-commerce, retail, automotive,  
CSR in children education  
& environment

## PERSONAL BACKGROUND

29 year old from Baia Mare, living and working in Bucharest for 10 years.  
Currently working remote in the countryside with the dogs.  
Into social projects, walking in nature & working alot.

## EDUCATIONAL BACKGROUND

### The basics

*Best highschool in Baia Mare - was into public speaking, debate and how things work: physics & anatomy. Played basketball & skied alot.*  
*College: Finance&Banking at ASE - was into behavioural economics.*  
*Masters' degree in Online Marketing@ASE - graduated in 2017*

### The extras

*Cambridge proficiency in english certificate*  
*ACCA certifications (7/14 exams)*  
*Programmatic Advertising Google masterclass in Paris 2018*  
*International Advertising Association Romania - Strategy School*

## CAREER BUILDUP

### Audit & Consultancy

*3 years in Audit & Consultancy working at PwC & Ernst&Young*

Main responsibilities - process understanding & insights finding for Telco industry & financial analysis & consultancy for Banking.  
From junior to senior auditor. Left in 2016

### Advertising at Publicis Romania

*Digital campaingns - project manager from 2016 until 2018*  
*Brand Strategist - from 2018, still doing it*

Past experience working with:  
all the Coca-Cola brands, Visa, OMV, Orange Money, Garnier, Kinder

### CURRENT BRAND STRATEGIST FOR:

**CARREFOUR, BURGER KING, OLX GROUP (OLX.RO, STORIA.RO, AUTOVIT.RO),  
DACIA & RENAULT, MEDICOVER**

## NOTABLE CAMPAIGNS

Plimbă Ursul for ACR  
Doodle Mats for Renault  
Pollution Billboard for Renault  
2 Schweppes launches in Ukraine  
Fuzetea Zero Launch in Russia  
OLX group strategy pitch win & communication for the past 2 years  
Medicover pitch win

## AWARDS

### Awards in creativity at Cannes Lions:

3 Bronze Lions in "use of real time data", "app games", "mobile"  
Silver Lion in "media" for Plimbă Ursul for ACR in 2017  
2 Shortlists for Renault in Cannes 2018 & Cannes 2018

### Awards in strategy & campaign efficiency in 2020:

Silver in e-commerce for OLX - jobs ads  
Silver in e-commerce for Autovit - no two cars are the same.