

BLANKA HORVATH



Personal info

- Date and place of birth: 23.10.1982, Tg. Mures
- Current address: 38A, Moise Nicoara Street, Bucharest
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Education



- 2001 – 2005: Cluj-Napoca, *Babes-Bolyai* University, Faculty of Political and Administrative Sciences, Journalism Department, specialized in Advertising and PR
- 1997 – 2001: Targu-Mures, *Bolyai Farkas* College, Foreign Languages Department, specialized in French



Professional experience

Full time

- February 2008 – May 2009 – **Pygmalion Proiect**, BTL Manager
- November 2007 – January 2008 – **Grupo Playa Sol Hotels**, Ibiza, Reservations & E-Commerce Department, Reservations& E-commerce Officer
- September 2006 – October 2007: **141 Romania/ OgilvyAction Romania**, Field Executive, Field Department
- October 2005 – January 2006: **AD(D)VERITAS**, Price Manager

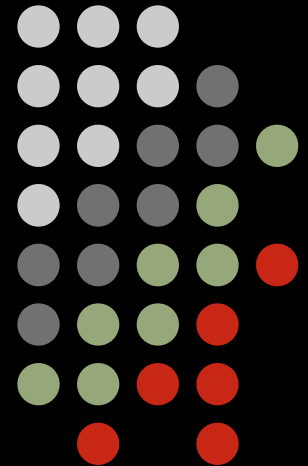
Project-based

- March 2010 - Present: Freelance PR&Events Consultant
- February 2010 - Present: **MULTIMEDIA EST**, Chaperone
- May 2009 – November 2009 – **Extreme Events & Promotion**, Event Manager
- April 2007 – June 2007: **TIFF**, Welcome Packages Coordinator, Guest department
- April 2006 – June 2006: **TIFF**, Office coordinator, Festival office
- May 2005 – June 2005: **TIFF**, Info Desk Coordinator, Guest Department

Part time

- March 2004 – May 2005: **OSM Cluj** (Medical Students Organization), Office Manager

Marketing & Advertising Projects



1. AD(D)VERITAS



- Clients:
 - Tenaris Silcotub
 - Romsilva Maramures
 - Artima
 - Banca Transilvania
 - AD(D)VERITAS
- Brands and projects:
 - Tenaris Silcotub – Corporate event
 - Romsilva – Corporate products
 - Artima – Communication materials
 - Banca Transilvania – Corporate gifts
 - AD(D)VERITAS – Corporate gifts

Job activities

- Requesting price quotations on Client Service orders
- Negotiation of price offers with the suppliers
- Preparing and delivering price offers and product samples to Client Service
- Placing production orders
- Supervising the production process and checking products quality
- Management of the suppliers database
- Maintaining a good relation with suppliers

2. 141 Romania/ OgilvyAction Romania



- Clients:
 - HBO Romania
 - Heineken Romania
 - Unilever SCE
 - Coca-Cola Romania

 - Kraft Foods Romania
 - Friesland Foods
 - Porsche Romania
 - BAT Romania
 - Petrom
 - Avon
- Brands and projects:
 - AXN - Event
 - Overall brands – Merchandising
 - Dove – Mall activation and internal event
 - Coca-Cola, Nescafe Xpress – Sales promotion and samplings

 - Poiana, Smash – In store/Campus activation
 - Milli – In store activation
 - Seat – Event proposal
 - Kent Nanotek - Training
 - Petrom – Corporate/Internal Communication
 - Avon - New Campaign Launch Event

Job activities



- Delivering activity concept and locations proposals on Client's brief
- Delivering cost estimates and activity logistics according to the concept proposal
- Contracting activity locations
- Contracting products suppliers and placing production orders (activity materials, transportation, storage, set-up, technical kit, etc.)
- Placing internal job orders
- Casting and training for human resources involved in the project
- Activity supervision and evaluation
- Delivering presentations internal/ to the Client
- Weekly internal project status
- Delivering field activity support to other departments and companies inside the group

Coca Cola “Dar din dar” KA Activity



Dove YOTC Survey - Mall Activity



Avon – New Campaign Launch “Viitorul iti surade”



Petrom - HCM Internal Activity



3. Pygmalion Project



- Clients:
 - ALD Automotive
 - Alto Syncro Dealer SEAT
 - Danone
 - Burda Romania
 - Boom
 - Intesa San Paolo Bank
- Brands and projects:
 - ALD Cuban Party – Corporate event
 - ALD Christmas Party – Internal event Proposal
 - SEAT – Direct mailing
 - Actimel – “Health’s Week” Sampling
 - Autoshow – 2008 Awards Gala
 - Autoshow, Men’s Health, Cool Girl – Materials production (print, outdoor)
 - Smarty – Launch event/ Kindergarten activation/ Kindergarten Fair Activation
 - 2008 European Football Championship – Constitutiei Square Activation

Job activities

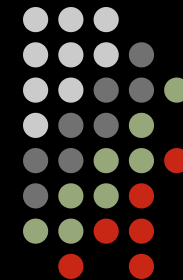


- Delivering activity concept and locations proposals on the Client's brief
- Preparing and delivering internal briefs based upon the Client's brief
- Working together with the Creative department on delivering concept proposals and activity layout/ sound/ video
- Preparing and delivering project proposal presentations to the Client
- Preparing and delivering price offers and product samples to the Client
- Delivering cost estimates and activity logistics according to the concept proposal
- Negotiation of price offers with the suppliers
- Contracting activity locations
- Contacting national/ international artists for performances based upon the Client's request
- Contracting products suppliers and placing production orders (activity materials, transportation, storage, set-up, technical rider, etc.)
- Supervising the production process and checking products quality
- Casting and training for the human resources involved in the project
- Activity supervision and evaluation
- Delivering activity reports to the Client
- Maintaining a good relationship with Clients and suppliers

Danone - Actimel Health's Week



ALD Automotive - Cuban Night



Vă mulțumesc foarte mult pentru prezența dumneavoastră la ALD Cuban Night, evenimentul care s-a desfășurat joi, într-o atmosferă plăcută.

Sper sincer ca v-ati simțit bine și v-ați bucurat pe deplin de muzica bună, într-o seară specială pe malul lacului Snagov.



LET'S DRIVE TOGETHER



Alto Syncro - SEAT Direct Mailing



4 coperta

1

2

3

SEAT ALTEA FREETRACK
preț de la 20.997 Euro

Vino la cel mai apropiat dealer SEAT de casa ta:
ALTO SYNCRO!

Te așteptăm cu:

- vânzări SEAT (test drive inclus)
- service SEAT
- accesorii și tuning original SEAT
- buy-back garantat
- finanțare avantajoasă prin

ALTO SYNCRO PANTELIMON, Bd. Birăntoi 13
Telefon: (021) 209 40 22
la 3 min de Casa Verde Pantelimon

SEAT ALTEA XL
preț de la 14.341 Euro

ALTO SYNCRO PANTELIMON
Căi noi dezvoltate pentru SEAT de casa ta
ALTO SYNCRO PANTELIMON
10.036 Euro

NOUL SEAT BIZA

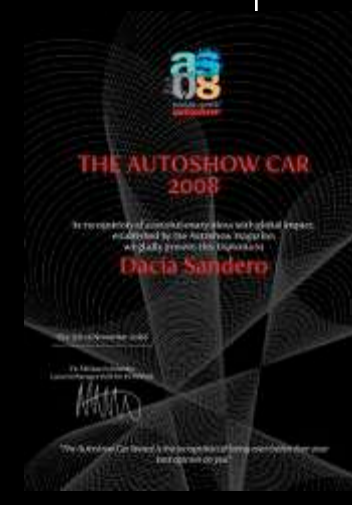
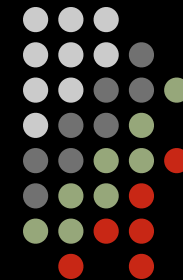
SEAT ALTEA
preț de la 11.997 Euro

SEAT CORDOBA
preț de la 8.997 Euro

Boom - Smarty Kindergarten Activation



Burda Romania Autoshow 2008 Awards Gala



4. Extreme Events & Promotion



- Clients:
 - Unilever South Central Europe
 - Total Soft
 - Extreme Events & Promotion
- Brands and projects:
 - Algida – Algida beach, Seaside Summer Activity
 - Napoca – Seaside Summer Activation Proposal
 - Total Soft – 15 Years Anniversary Event Proposal
 - Pub4Pub– Event Proposal

Job activities



- Delivering activity concept on Client's brief
- Preparing and delivering internal briefs (creative, production) based upon the Client's brief
- Working together with the Creative department on delivering activity layout/ sound/ video
- Preparing and delivering project proposal presentations to the Client
- Preparing and delivering price offers and product samples to the Client
- Delivering cost estimates and activity logistics according to the concept proposal
- Negotiation of price offers with the suppliers
- Negotiation of cost estimates with the Client
- Contracting products suppliers and placing production orders (activity materials, transportation, storage, set-up, etc.)
- Supervising the production process and checking products quality
- Supervising the creative process and checking materials status
- Casting and training for the human resources involved in the project
- Activity supervision and evaluation
- Delivering activity reports to the Client
- Maintaining a good relationship with Clients and suppliers

USCE Algida - Algida Beach



Competences



- Self motivated, ability to deliver with few supervision
- Passion and creativity
- Proactive, organized
- Individual and also a good team-player
- Strong communication, organizational and interpersonal skills
- Ability to manage multiple deadlines and budgets
- Demonstrated ability to drive projects to completion

- Foreign languages:
 1. English – very good writing and speaking
 2. French – good writing and speaking
 3. Spanish – good writing and speaking
 4. Hungarian – medium writing and speaking

- PC skills:
 1. Microsoft Office – Word, Excel, PowerPoint, Outlook Express
 2. MAC OSX – Pages, Numbers, Keynote, Safari

References



OSM Cluj

Mr. Catalin Maris – Vice-president Internal Affairs during 2004-2005

E-mail: cata_maris@yahoo.com

TIFF

Mr. Tudor Giurgiu – Honorary President

E-mail: tudor@librafilm.net

AD(D)VERITAS

Mr. Ciprian Pasca – General Manager

E-mail: ciprian@adveritas.ro

OgilvyAction Romania

Ms. Carmen Grosu – Operational Director

E-mail: Carmen.Grosu@ogilvy.com

Grupo Playa Sol Hotels Ibiza

Mr. Alejandro Ramirez Martinez – E-Commerce Manager

E-mail: a.ramirez@grupoplayasol.com

Pygmalion Proiect

Mr. Andrei Sandu – Managing Partner

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Extreme Events & Promotion

Mr. Szabolcs Budahazy – Managing Director

E-mail: budahazy@xtrm.hu