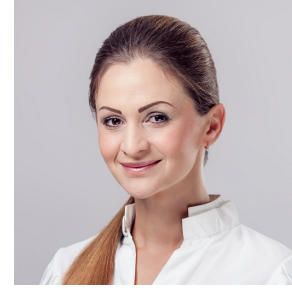


## **DORIANA IULIA ANTOHI, CMD**

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### **MARKETING SPECIALIST**

[thestrategist.ro](http://thestrategist.ro)

Currently, I am a freelancer, doing what I am best at – real estate marketing strategy. I am able to cover the full cycle: from research, analysis and setting of objectives to designing and implementation of strategy, evaluation and calibration.

I am comfortable with projects in any phase (pre-opening or operational) and at any level (underperforming properties or well-performing properties that need a freshening up). I am also interested in employment opportunities.

Below, you will learn more details about what I know and can do. I am interested in both complete or partial projects.

### **MARKETING DIRECTOR FOR POLUS CENTER CLUJ (VIVO! CLUJ-NAPOCA)**

CBRE ROMANIA: JUL 2016 – FEB 2017

IMMOFINANZ CENTER MANAGEMENT ROMANIA: JUN 2014 – JUL 2016

EHL REAL ESTATE ROMANIA: OCT 2010 – MAY 2014

TRIGRANIT MANAGEMENT ROMANIA: MAR 2007 – SEP 2010

Polus Center Cluj (VIVO! Cluj-Napoca) is the largest single level shopping center in Transylvania. It is a regional center with a gross leasable area of over 60000 square meters. Polus Center Cluj comprises over 186 stores, an 8 hall multiplex cinema and over 2500 parking places.

As a marketing director, I was primarily responsible for the creation, development, implementation, evaluation and calibration of the overall strategic marketing direction of the project.

Generally, my responsibilities were:

#### **Development and executing of the annual marketing plan**

Every year, I developed and executed the marketing and event plan with the goal of positively impacting the project's core financial objectives, leasing, sales, overage rent, specialty leasing income, traffic and market share.

#### **Budgeting**

I created the annual marketing budget based on retailer contributions, allocating mandatory expenses, discretionary expenses and media expenses as appropriate to support marketing programming, company initiatives and brand messaging. I had to oversee the budget draft's approval and to constantly monitor the balance between income and expenses for maximum efficiency.

#### **Market and customer research**

I was involved in both primary and secondary research, both offline and online.

Regarding primary research, I selected the research agency, contributed to the development of the research instruments, assisted in analysing the data for the following research objectives: trade area definition, areas of opportunity, market support factors and market share, shopper geographic, demographic and psychographic profiling, shopping habits, leasing suggestions, evaluation of the competitive environment, media habits/marketing impact.

The secondary research was carried out together with my team, using pre-existing information like research publications, census data, data provided by our tenants and by our marketing activities, traffic counters.

### **Brand management and advertising**

Together with the creative agency, I was in charge of establishing the yearly creative line based on the brand identity and latest customer research findings.

I ensured that the brand was appropriately executed across all marketing platforms including advertising, collateral materials, website, digital campaigns and media relations.

Also, my team and I were in charge of developing own events/activities or selecting and partnering events/activities organised by others that would emphasize on the brand's values.

### **Media mix and planning**

I selected the media vehicles and created the media mix, carried out tenders for media buying, evaluated the media mix efficiency via research, coordinated the media agencies and ensured the distribution of materials to the agencies.

### **Designing and implementing events and sales promotions**

My team and I were in charge of drawing up and documenting the annual plan of events, implementing the plan, getting the tenants involved in the center events and sales promotions and working closely with the operational team, security and cleaning to that purpose.

We educated ourselves in legal matters concerning all types of events and promotional activities, in order to be able to carry them out at the highest standards and with maximum care for our customers.

### **Digital and social media**

Together with my team, I developed a comprehensive digital marketing plan to actively engage consumers with our brand. The focus was on exponentially driving growth of social media channels, including fan base for Facebook and Instagram (social connections), as well as an increase in data collection, SMS and email (newsletter subscribers), for the project. We performed monthly analysis on all social media channels and website.

Also, we were constantly evaluating new/emerging technologies.

### **Internal, external and crisis communications**

Internal: My department was responsible for enabling and ensuring information flow among the onsite staff and with colleagues from the other centers in our network, as well as maintaining daily communications with our tenants.

External: We were ensuring the communication flow with the local media, authorities and opinion leaders.

Crisis: I coordinated the onsite team during crisis situations and acted as spokesperson for the general public in such cases.

### **Partnership marketing**

We identified those brands whose association with Polus would bring added value to the image of the shopping center and developed common programs and projects in order to generate monetary revenue or nonmonetary benefits.

### **Supplier selection and contracting**

My team and I were in charge of qualifying and contracting all marketing related suppliers, direct or agencies. We prepared the tender documents, carried out the tenders according to the Procurement guidelines, negotiated and closed the contracts, monitored the execution of contracts.

### **Leasing and specialty leasing support**

I performed analysis of sales and oversaw local market and customer analytics, for the purpose of providing management and leasing with relevant data to be used in the process of qualifying prospective tenants. My team and I prepared presentations for negotiations with prospective tenants, was a part of the negotiation team with major prospective tenants, developed tools (brochures, website, etc.) to be used in the leasing activity.

### **Retailer development and tenant retention**

I provided individualized merchant support by learning as much as possible about retailing and specifics of each retail/service/entertainment segment. The general marketing strategy for the center was developed with the purpose to serve profitably and coherently as many tenant profiles as possible.

### **Team management and training**

I coached, mentored and lead the team to achieve goals on time and on budget to and meet/exceed expectations. Also, I was providing weekly training classes for the onsite team members that wanted to pursue ICSC certification exams.

Furthermore, my team and I were introducing the marketing directors of the other centers to the basics of

the job after the opening of the centers, developing together with them the marketing strategy following the opening, providing assistance and know how whenever required.

#### **International consultancy**

I provided marketing consultancy for the headquarters asset management team concerning a property in Moscow, Russia.

### **EDUCATIONAL BACKGROUND:**

#### **UNIVERSITY OF SHOPPING CENTERS**

THE INTERNATIONAL COUNCIL OF SHOPPING CENTERS – PHILADELPHIA, PA, USA

I attended the continuing education courses of ICSC with the purpose of staying up to date with industry trends and improving my industry knowledge base. I studied Project Management Principles and Practices, Advanced Project Management and Customer Research in the Digital Age.

#### **JOHN T. RIORDAN SCHOOL FOR PROFESSIONAL DEVELOPMENT**

#### **EUROPEAN RETAIL PROPERTY SCHOOL**

THE INTERNATIONAL COUNCIL OF SHOPPING CENTERS – EAST LANSING, MI, USA; SCOTTSDALE, AZ, USA; AMSTERDAM, NL

I attended the professional development courses of ICSC with the purpose of becoming a better professional and obtaining my CMD designation. I studied not only Marketing, but Management and Leasing, as well, which grants me a complete approach of property management.

#### **THE FACULTY OF POLITICAL AND ADMINISTRATIVE SCIENCES, COMMUNICATION AND JOURNALISM PROFILE**

BABES-BOLYAI UNIVERSITY – CLUJ-NAPOCA, ROMANIA

I got my bachelor's degree at the Faculty of Political and Administrative Sciences here in Cluj, with a major in Communication and Journalism.

#### **SOCRATES STUDENTS' EXCHANGE PROGRAM**

HOGSKOLAN FOR LARANDE OCH KOMMUNIKATION – JONKOPING, SWEDEN

For 6 amazing months, I was part of the Socrates students' exchange program and I had the chance to study in Sweden. There I studied Intercultural Communication, Semiotics, Visual Communication, Communication Theory and Swedish.

### **PROFESSIONAL CERTIFICATIONS:**

#### **CERTIFIED MARKETING DIRECTOR BY THE INTERNATIONAL COUNCIL OF SHOPPING CENTERS**

I am the only Certified Marketing Director (CMD) in Romania, and among the 8 professionals that have obtained this designation in Europe. This professional designation is granted by the International Council of Shopping Centers to those individuals who successfully demonstrate fitness, knowledge, experience and ability in real estate marketing.