



# OTILIA DRĂGUȚANU

ACCOUNT MANAGER

**CITIZENSHIP:**

REPUBLIC OF MOLDOVA

**LANGUAGE PROFICIENCY:**

ROMANIAN, ENGLISH, RUSSIAN,  
FRENCH, SPANISH

**EDUCATION AND TRAINING:**

**HIGHER EDUCATION:**

FACULTY OF FOREIGN LANGUAGES, ALEXANDRU IOAN CUZA UNIVERSITY,  
IASI, ROMANIA, GRADUATED IN 2000

**RELEVANT TRAININGS:**

2019 - PRESENT, MBA BUSINESS ACADEMY, ROMÂNIA

2018 - PROJECT MANAGEMENT COURSE, GLOBAL KNOWLEDGE, UK

2018 - STRATEGIC PLANNING FOR MANAGERS, MSE

2016 - TRAIN THE TRAINER, ASCENDIS, ROMÂNIA

2013 - MANAGEMENT OF TRANSLATION COMPANIES, BUDAPEST, HUNGARY

2013 - EVENT MANAGEMENT AND HOSPITALITY, UKRAINE

TARGET GROUP | OTILIA.DRAGUTANU@TARGETGROUPWW.COM

[www.targetgroupww.md](http://www.targetgroupww.md)  
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## WORK EXPERIENCE:

**2000 -2002**  
**PRO TV**  
**NEWS REPORTER**

**2002 -PRESENT**  
**BERLIZZO GROUP**  
**FOUNDER/CEO**

**DESCRIPTION:** A GROUP OF COMPANIES PROVIDING SERVICES IN BTL, EVENT MANAGEMENT, TRANSLATIONS, DIGITAL MEDIA, CORPORATE GIFTS, DESIGN AND PRINTING, VIDEO AND PHOTO

**RESPONSIBILITIES:** OWNER AND GENERAL MANAGER: PLANNING, MANAGEMENT AND COORDINATION OF THE COMPANY'S ACTIVITY. FORMULATION OF POLICIES, MANAGEMENT OF DAILY ACTIVITIES AND PLANNING OF RESOURCE USAGE. PREPARATION AND EXECUTION OF BUSINESS AND MARKETING PLANS, AND ADMINISTRATION OF FUNDS. EMPLOYMENT, TRAINING AND SUPERVISION OF THE COMPANY'S EMPLOYEES. ENSURING COMPLIANCE WITH TAX, LICENSING AND INSURANCE RULES. SUPERVISION OF CLIENT AND SUPPLIER MANAGEMENT.

**2020 - PRESENT**  
**TARGET GROUP WORLDWIDE**  
**CO-OWNER/CEO**

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**DESCRIPTION:** ONE OF THE TOP FULL SERVICE ADVERTISING AGENCIES IN THE COUNTRY PROVIDING STRATEGY AND CREATIVE CONCEPT DEVELOPMENT, TV/RADIO/OUTDOOR MEDIA PLANNING SERVICES AND DIGITAL MARKETING SERVICES.

**RESPONSIBILITIES:** OWNER AND GENERAL MANAGER: PLANNING, MANAGEMENT AND COORDINATION OF THE COMPANY'S ACTIVITY. FORMULATION OF POLICIES, MANAGEMENT OF DAILY ACTIVITIES AND PLANNING OF RESOURCE USAGE. PREPARATION AND EXECUTION OF BUSINESS AND MARKETING PLANS, AND ADMINISTRATION OF FUNDS. EMPLOYMENT, TRAINING AND SUPERVISION OF THE COMPANY'S EMPLOYEES. ENSURING COMPLIANCE WITH TAX, LICENSING AND INSURANCE RULES. SUPERVISION OF CLIENT AND SUPPLIER MANAGEMENT.

**RELEVANT PROJECTS:**

AS CEO OF BERLIZZO GROUP HAVE MANAGED MAJOR TRANSLATION PROJECTS FOR CLIENTS SUCH AS: UNDP, COUNCIL OF EUROPE, VICTORIABANK, MOLDCELL, KAUFLAND, USAID, INVESTEMENT AGENCY, ODIMM ETC.

AS WELL AS HAVE MANAGED BOTH SMALLER CORPORATE EVENTS, SUCH AS CONFERENCES, SEMINARS AND BIGGER INDOOR AND OUTDOOR EVENTS, SUCH AS DESCOPERĂ FESTIVAL, NATIONAL WINE DAY, INDEPENDENCE DAY, WINE , AND MANAGED BTL CAMPAIGNS FOR CLIENTS SUCH AS KAUFLAND, PHILLIP MORRIS, VOLTA, STARNET

IN THE SECOND PART OF 2020 AS CEO OF TARGET GROUP WORLDWIDE HAVE MANAGED EXTENSIVE PROMOTION CAMPAIGN, ON ALL PLATFORMS, FOR NATIONAL AND INTERNATIONAL CLIENTS SUCH AS NATAKHTARI, ATLANT, AL PARI, METRO, MALLDOVA, PROCREDIT ETC.