

PERSONAL INFORMATION **Felicia Jereghi**

48, 81/2 Alba-Iulia, MD 2071 Chisinau (Moldova)

+373 69911414

felicia.jereghi@indigo.md

WORK EXPERIENCE

09/2014–Present **Managing Director**

Advertising Agency "Indigo Grup" in affiliation with MediaCom, Chisinau (Moldova)

- responsible of the operation of MediaCom Moldova unit;
- managing client relationships and the profitability of the agency;
- constant media market assessment and overview - compiled in a power point presentation and presented to clients at least once per year;
- supervising media buying in the agency and maintaining good relationships with all media suppliers on the market (TV, Internet, Outdoor, Radio, Print and others);
- responsible of approval of clients' communication strategies in media;
- correspondence with local and international clients at strategical level;
- keep in touch with media agencies from Europe and Balkan region, that are affiliated with MediaCom on various client and industry subjects;
- active participation in agency's business development;
- representing MediaCom unit in different business associations: American Chamber of Commerce in Moldova, AFAM and others.

06/2017–08/2017 **Senior Non-Key Expert (SNKE) for the market study on advertising**

Archidata Srl, "Support to Competition Council, Moldova" project, Reference EuropeAid/136194/DH/SER/MD/3 – Re-launch

- prepared a market study in this sector with the objective to increase the awareness of Competition Council (CC) of the competition advocacy concepts introduced by European Union and its Member States; and to increase awareness of the conditions of competition in the advertising sector of the Republic of Moldova;
- analysed the general market structure for advertising services in Moldova in comparison to EU Member States and other countries comparable to the Moldovan economy;
- drafted a methodology for the preparation of a market study for competition potential in Moldova as to the advertising sector;
- drafted questionnaires to be sent out by the Project to relevant counterparts and a second questionnaire to be sent out by the CC to undertakings and associations of undertakings with respect to advertising activities;
- prepared and submitted the report and the relevant conclusions and recommendations for the market study.

02/2012–08/2014 **Media Director**

Advertising Agency "Indigo Grup" in affiliation with MediaCom, Chisinau (Moldova)

- managed the media department;
- maximising returns on advertising and promotional activities across different media channels;
- assessing the impact and suitability of different types of media for targeting a specific market that clients' brands wants to reach;
- trained and supervised media department employees;
- kept abreast of industry figures and suppliers, including audience figures;

- monitored buying strategies;
- monitored and optimize effectiveness of campaigns;
- build relationships with media sales companies.

**02/2011–02/2012 Media Group Head**

Advertising Agency "Maximize" in affiliation with Mindshare, Chisinau (Moldova)

- prepared and implemented strategic communication plans for various number of clients, both local and international;
- quarterly and yearly verification of the fulfilment of both buying and communication strategies for a pool of clients;
- responsible for building relations and negotiating placement prices with TV, digital, radio and print media suppliers on the market;
- management of exceptional situations that influences the delivery of strategies KPIs;
- training for team members.

**12/2009–01/2011 Media Manager**

Advertising Agency "Indigo Grup" affiliated with Ogilvy and Mather, Chisinau (Moldova)

- responsible for tactical planning and monitoring of clients media campaigns;
- prepared brands and consumer researches using specialized industry resources and tools;
- developed evaluation techniques for clients advertising campaigns;
- managed the full flow of financial documents for the clients in charge of (contracts, cost estimates, invoices, acts of service acceptance);
- independent communication with clients and suppliers on daily tasks;
- drafting presentations for clients meetings, regarding fulfilment of campaign objectives and proposals for future media communication.

**04/2007–11/2009 Media Planner**

Advertising Agency "Visuri Indigo", Chisinau (Moldova)

- drafted media plans for TV, Print and Radio;
- weekly monitored the campaigns performance and prepared post-buy reports for the clients;
- booked TV advertising space in specialized suppliers' soft;
- performed basic analysis on consumer behaviour for clients target audiences.

**EDUCATION AND TRAINING**

---

**09/2019–09/2019 DMEXCO - Digital Marketing Exposition & Conference - Koln, Germany**

Koelnmesse GmbH, Messeplatz 1, 50679 Cologne

- attended seminars, debates, and expositions outlining the future of the digital economy; being focused on global tendencies and finding ways of local implementation to drive real market value for clients in our portfolio.

**10/2016–10/2016 Web Summit - Lisbon, Portugal**

Connected Intelligence Limited, Dublin (Ireland)

- attended the largest digital and technology conference in the world, where I've got in touch with most disruptive technologies and novelties on digital market;
- projecting new trends on agency's future business development, and also on transforming clients'

## Curriculum vitae

communications strategies.

- 06/2014–Present **Attended ICEEfest: Interactive Central and Eastern Europe**  
Bucharest (Romania)  
ICEEfest is one of the largest and the most significant digital and tech related initiatives in the CEE and SE Europe region since 2012.
- 2008–Present **Attended biggest media related events in the country**  
various, Chisinau (Moldova)  
- media conferences like Digital Day, Digital Friday, Rockit Moldova, media courses organized by the Association of Advertising Agencies in Moldova;  
- launches of new TV channels, print titles, websites and other media projects;
- 09/2007–09/2007 **Certified user of Gemius software**  
Gemius, Chisinau (Moldova)  
Digital traffic data for Moldova
- 07/2007–07/2007 **Certified user of xPlane software**  
xPlane, Chisinau (Moldova)  
MMI data for Moldova
- 09/2007–09/2007 **Certified user of TNS (Gallup Media) software**  
TNS Gallup Media, Chisinau (Moldova)  
MMI - Marketing and Media Index Moldova
- 07/2007–07/2007 **Certified user of Arianna (AGB Nielsen) software**  
TV MR MLD, Chisinau (Moldova)  
TV and radio advertising monitoring software for Moldovan Market
- 2007–2008 **Master in Marketing, Business and Administration**  
Academy of Economic Studies, Chisinau (Moldova)
- 2003–2007 **Licentiate in Economics**  
Academy of Economic Studies, Chisinau (Moldova)

## PERSONAL SKILLS

Mother tongue(s) Romanian

Other language(s)

UNDERSTANDING		SPEAKING		WRITING
Listening	Reading	Spoken interaction	Spoken production	

English	C2	C2	C1	C1	C1
Russian	C2	C2	B2	C1	B2
French	C1	C2	B1	B1	A2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user  
Common European Framework of Reference for Languages