

CURRICULUM VITAE

MONICA POPESCU

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PROFESSIONAL OBJECTIVE AND EXPECTATIONS

To get to be an outstanding professional in the programme distribution field, using my passion for this area, my experience and my aspiration to develop the necessary skills, professional and personal ones, in a demanding and dynamic company where I can hold up tangible results.

PROFILE:

A dedicated professional having excellent communication and presentation abilities, strong analytical and result oriented perspective, great cross group collaboration and interpersonal skill.

Interests: debate, books, movies, sports, people (psychology), brands.

EMPLOYMENT DETAILS

License Manager at CineStar, (Realitatea Media, Romania), MAY 2008 – present

Company profile: Premium Pay TV film package made of three Pay TV channels

- establishing new relations with the main content suppliers on the local and foreign market, examining avails list, selecting titles and negotiating commercial and legal terms of agreements.
- discussing and negotiating the legal terms of Company's license agreements and reaching an ideal agreement form for the Company's benefit (rights clearance, financial related issues, e.g. withholding tax issues, marketing guidelines, etc.).
- holding negotiation and acquisition meetings at MIPTV, MIPCOM and Berlin Film Festival and following up discussions until an eventual agreement.
- taking part in the negotiations with major movie studios (Walt Disney Company, Sony Studios, Warner Bros, Twentieth Century Fox, NBC Universal, MGM Studios, Paramount Pictures) and taking care of the agreements' good flow until final signature; working on diverse acquisition budgets while taking into account the programming needs.
- provide analysis of market and product, forecast of revenue to the Project Manager.
- provide accurate analysis of the main competitors on the market and of the product, forecast of revenue.
- analyze competition and company strategy, impact and issues, financial results.
- developing and keeping the business cash flow as well as payment forecast up to date.
- establishing monthly payments and keeping in touch with Company's partners on payments cash flow, managing crisis situations.
- offering evaluation and reports to the project manager.
- offering support to Promo and Programming departments on the programme licenses acquired.
- working in MISTV database (agreements, license fees, amortisations, payments).

Key achievements:

- hasting the signing of the agreements with the Company's partners to the Company's benefit; re-evaluation of agreements' terms when necessary.
- extending rights granted to VOD and IPTV.
- the package achieved distribution on the three main satellite platforms in the Territory since launching in December 2008 with a continuing growth of the subscriber number (450,000 overall subscribers in June 2010 which exceeded the Business Plan).

Business and Administration Manager at Television Inc Reprezentanta, (Romania), SEPTEMBER 2006 – APRIL 2008

Company profile: all-rights license programmes distribution (acquisition and sale) for the territories of Romania and Moldavia.

- negotiating the legal terms of both the acquisition and sale license agreements with the Company's partners.
- taking care of the good flow of the negotiation process until final signature.
- drawing up the agreements with the Company's clients.

Key achievements:

- reaching an ideal form of agreement for the Company's benefit.
- establishing the Company's policy terms in such agreements and imposing them to the business partners.

Sales and PR Manager at Rospotline, (Romania), MAY 04 – AUGUST 06

Company profile: distributor of international professional and informative print and digital material in creative fields: graphics, design, illustration, advertising, typography, image, film, architecture.

- responsible with identifying the potential clients and contacting them, maintaining and intensifying the relations with the company's current clients, increasing sales.
- identifying local and foreign companies and establishing connections, developing relations into profitable partnerships (IQads.ro, LinoType, Prior Books, Contagious Magazine, OAR - Ordinul Arhitectilor din Romania).
- establishing the strategy of the products in order to increase sales and audience.
- permanent competitor analysis.
- coordinating the editing of the weekly newsletter.
- organizing and supervising the company advertising and architecture events around the country (Pauza Publicitara, SpotClub).
- co-organizing partner events (Ad'Or; AdPrint; Golden Drum; Brandactivity; Zilele Biz; Tralala Party; AdRevolution).

Key achievements:

- earning awareness on the market: presence in radio and TV and written media, events and partner websites by establishing new partnerships (Apropos TV; Imagoo; Igloo; Arhitectura; Media & Advertising).
- increasing sales by creative means: product presentations and special promotions using direct marketing, partner websites and magazines, enlarging the product portfolio.
- increasing the newsletter efficiency and traffic on the website.
- establishing partnership with ADC Czech Republic in order to open foreign distribution markets.

TRAININGS

- Brand Academy "Think Strategically", "New Media Communication" trainings
- Study scholarship at Nottingham Trent University (Great Britain), earned at the National Contest organized by the Ministry of Education and Research of Romania
- Certificate of Graduation of the Italian Language and Culture Course, Dante Alighieri Institute.

EDUCATION

- Faculty of Management-Marketing, Romanian-American University (Bucharest), 2003 – 2005
Master in Marketing
- Faculty of Letters, University of Craiova (Craiova), 1999 – 2003
University Degree in English and Spanish Language and Literature
- National College "Gib Mihaescu" (Dragasani), 1995 – 1999

LANGUAGES

English – advanced; Spanish – medium; Italian – medium; French – basic