

Contact

www.linkedin.com/in/silviamihailescu (LinkedIn)

Top Skills

Internal Communications
Strategic Communications
Digital Marketing

Languages

English (Native or Bilingual)
German (Full Professional)
Italian (Limited Working)

Certifications

Leading a Marketing Team
Digital Audio Advertising
AMBASSADOR

Honors-Awards

IBM Marketing & Communication
Leadership Development Program
Seanchai Award
ForwardThinker
Innovator Award

Publications

A short programmatic buying guide
for Audio

Silvia Mihailescu

Director of Marketing, Communications and CSR at ING Romania

Summary

I am an experienced marketing & digital transformation leader, story doer, and agile design thinker. For my entire career I served & lead clients, employees and business leaders by developing new services and products, equipping them with industry knowledge, digital eminence, and deep expertise. I use inspiring programs, always mixing new channels and modern methods in order to drive unique client experiences. Through my work I am actively partnering with Sales, Marketing & Communications, IT, Product, HR and Agencies to help companies enter new markets and reinvent themselves. I lived and worked extensively in Japan, Europe, Africa, the Middle East, South Asia, and the USA. Reported to C-Level.

#strategy #marketing #transformation #program_management
#agile #design_thinking #storytelling #innovation #coaching #author
#speaker #global_thinker #leadership

Experience

ING Romania

Director of Marketing, Communications and CSR

May 2019 - Present (11 months)

Bucharest, Romania

Leading a superb team of around 20 marketing and communications professionals, who are contributing to maintaining ING Romania's position as the #1 LoveBrand in Banking. In my role I look at understanding our diverse & complex B2C and B2B business, while translating and humanizing it through simple, purposeful and fun communication. In addition to developing and delivering on the local brand, marketing, comms and CSR strategies, my responsibilities include managing the budgets, overseeing the media buying, partnership with our agencies and NGOs, and all required operations. As a personal challenge I am looking at how we can further personalize and automatize our marketing efforts, while remaining true to our Agile philosophy. Last but not least I love that in my role I work with wonderful people who are driving our local CSR agenda by making every day count. As a relationship,

people and growth enabler, I am always the #1 fan of my team and the biggest advocate for the Orange Lion.

AdsWizz

Director of Marketing, AdsWizz (acquired by Pandora)

September 2016 - May 2019 (2 years 9 months)

Bucharest, Romania

AdsWizz (acquired by Pandora in 2018) is the global leading provider of digital audio advertising solutions, headquartered in San Mateo, California. We power some of the most well-known music platforms, podcasts and broadcasting groups worldwide. Our platforms connect audio publishers to the advertising community.

Responsibilities:

- Define the market, clients and value proposition for all Adswizz products, in European, US and Asian markets.
- Articulate launch timing, work with Product, Sales and Business Development teams to produce marketing collateral, deployment strategy, webinars and training & engagement plans.
- Drive world class go-to-market by developing strategic positioning, sales enablement, activation and engagement strategies.
- Develop the strategy, key messaging and content for all AdsWizz Products and Brand, for all media platforms-i.e knowledge base, website, videos, webinars, social media.
- Define KPIs, drive and monitor product usage growth and Client Satisfaction (including data analysis and running NPS surveys) and community engagement.
- Help translate clients needs into product features. Drive brand awareness and loyalty.
- Translate excellent work into Case Studies
- Design & run the first Digital Audio Advertising Expert Certification Program for AdsWizz Partners and Employees
- Lead the efforts on AdsWizz Branding, Social Media, Digital Transformation (including CRM implementation) Communications and driving employee engagement.

IBM

9 years 10 months

Strategy, Communications & Mobile Apps Deployment Leader (global role)

January 2016 - August 2016 (8 months)

Bucharest, Romania

Lead IBM & Agency teams in New York with the Strategy, Enablement and Communications around newly developed tools and mobile apps. We worked under the Agile methodology and applied Design Thinking to deliver Marketing Innovation- reinvent the way we engage with clients, nurture and build relationships.

Strategy, Communications & Mobile Apps Deployment Leader (global role, located in Tokyo)

January 2014 - December 2015 (2 years)

Tokyo, Japan

Set up the new IBM Marketing Lab in Tokyo, work with agile teams applying design thinking in order to build best in class mobile apps for IBM Sales Force. Pilot and deploy apps across various IBM geographies.

Social Media & Internal Communications Leader (located in Tokyo)

October 2013 - January 2014 (4 months)

Tokyo, Japan

Lead the internal and external social media to drive engagement among IBMers in Japan, help them build expertise, improve IBM brand's image, and establish IBM Japan as a social business. Lead communications for IBM's Japan largest internal sales enablement event-4000 participants.

Marketing and Communication Leader- Europe & Africa

August 2009 - September 2013 (4 years 2 months)

Lead a team of 20 communications professionals across IBM's Global Delivery Centers in Europe and Africa- drive global programs to inspire, and engage IBMers in making the company essential to our clients. Translate high level strategies into local actions.

Key assignments:

Corporate Assignment in NY, working on developing the first IBM massive online education program- ThinkAcademy.

IBM Leadership Development Program for Marketing and Communications.

IBM Corporate Service Corps- Assignment in Sri Lanka- developing a marketing strategy for World Vision.

Lead IBM's Communications and Employee Transition around a Bharti Airtel's expansion in Africa.

Marketing & Communication Leader, IBM Global Delivery, Germany

January 2008 - July 2009 (1 year 7 months)

Germany

Marketing and Communications Manager

August 2007 - December 2007 (5 months)

Romania

Executive Assistant to GDC EE Leader

November 2006 - July 2007 (9 months)

Romania

Education

IBM

IBM Global Leadership Development Program for Marketing and Communications · (2012 - 2013)

Academia de Studii Economice din București

Master, Marketing and Business Communication · (2006 - 2008)

Academia de Studii Economice din București

Bachelor, Business Administration- German Speaking

Department · (2002 - 2006)

Universität Trier

Politics, Economics · (2004 - 2005)

Academia de Studii Economice din București