



SIMINA FLOREA

CREATIVE DIRECTOR • COPYWRITER • CONCEPT CREATOR •

WHO I AM

I am a Romanian Copywriter who lived all over the world. Living in different cities I absorbed everything I could from culture to languages. My first love remains traveling, I love it so much that my mom thought I was never coming back home.

Now regarding work work work, I'm a dedicated person, I'm passionate about what I do so I put my heart & mind in every project.

I believe creativity is the result of talent meeting purpose.

I have always enjoyed analyzing things, figuring out why they are a certain way and visualize what they could be, what their potential is.

Through the many international experiences that I have accumulated, I have developed a knack for storytelling and hacking digital platforms that result in ideas rooted in strategy and

INFO

Name

Simina Florea

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SOCIAL

Skype

siminaflorea13

Linkedin

simina-florea-92317196

Facebook

siminaf

MOST PROUD OF



JANUARY 2019

Change for Good Hackathon
to Cannes 2019

Silver lion

WHAT I DO BEST

Advertising	● ● ● ● ●	Creative Conception	● ● ● ● ●
Brainstorming	● ● ● ● ●	Social Media	● ● ● ● ●
Script Writing	● ● ● ● ○	Public Speaking	● ● ● ● ○
Digital Advertising	● ● ● ● ○	CSR	● ● ● ● ○
Storytelling	● ● ● ● ○	Presentation	● ● ● ● ○

PUBLICATIONS





RECOMMENDATIONS

“I worked with Simina on numerous Diesel and Heineken projects. She is an exceptional creative, bringing a blend of experience and enthusiasm to every brief, consistently creating imaginative and fresh ideas. For her no problem is too big, no timing is too short, no brief is left uncracked”

**Mihnea Gheorgiu – GCD
@ Publicis Milan**

“Simina has delivered work above her level numerous times. This great mix of hungry, creative, not to mention the underrated trait of not being an ass to work with, will be a force to be reckoned with in the future. High expectations is an understatement”

**Mo Osunbor- Art Director
@ Facebook**

“Simina is a bright star in an ocean of uninspired creatives. She provided a spark, defending her work, pushing her thoughts, but always knowing when to stop. Simina's work was always outstanding– I was excited to see what she was going to bring next. Her creative thinking is constantly out of the box, finding solutions to problems like no other. Her deep understanding of how creative can enrich people's lives is refreshing, and a pleasure to be around. She will be a great addition to any agency with her forward thinking, and friendly demeanor, a true catch”

**Mina Mikhael -Art
Director**

HONORS & AWARDS

JUN 2019
Garden Society
Cannes Lions- Silver Hackathon Change for Good



NOV 2018
Dacia The Action
ADCI - PR Silver



NOV 2018
Dacia The Action
ADCI - Other Media Silver



JUN 2018
Dacia The Action
Cannes Lions Festival - Direct Shortlist



2018
**The New York Times
Authentic News**
New York Festivals Finalist



JUN 2017
**SCA Silver
#SaveRomanianCharacters**
SCA



MAY 2017
**Authentic News
Young Shits Winner**
Droga5 New York Judge



APRIL 2017
**Lego Fun City Poject Bronze
Award Creativity Media &
Interactive Design Awards**
Creativity International Awards



APRIL 2017
**Hijacking the Iphone 7 launch
Platinum Award Creativity
Media & Interactive Design
Awards**
Creativity International Awards

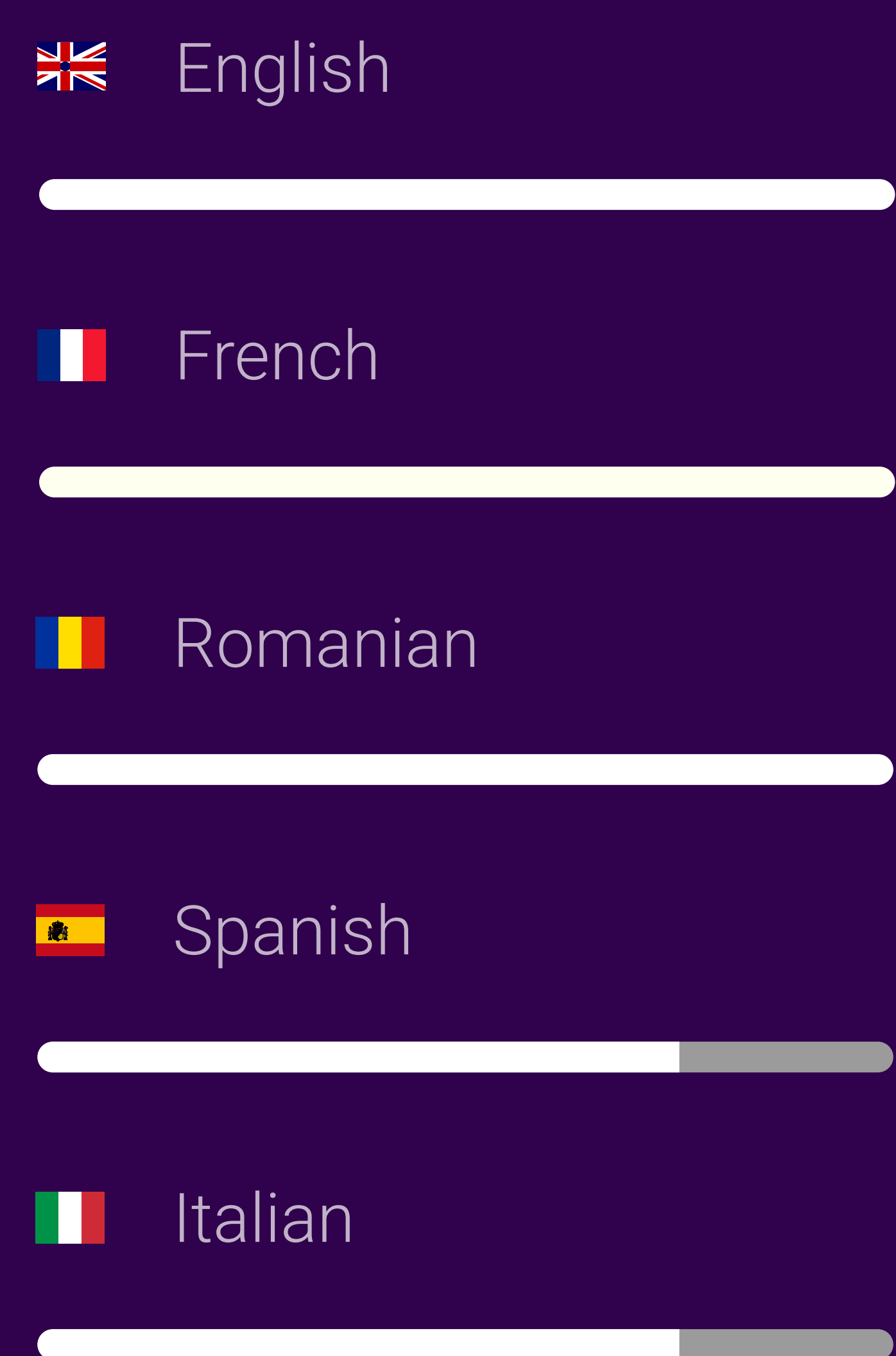


JUN 2015
Datelivery Wood Pencil
D&AD New Blood

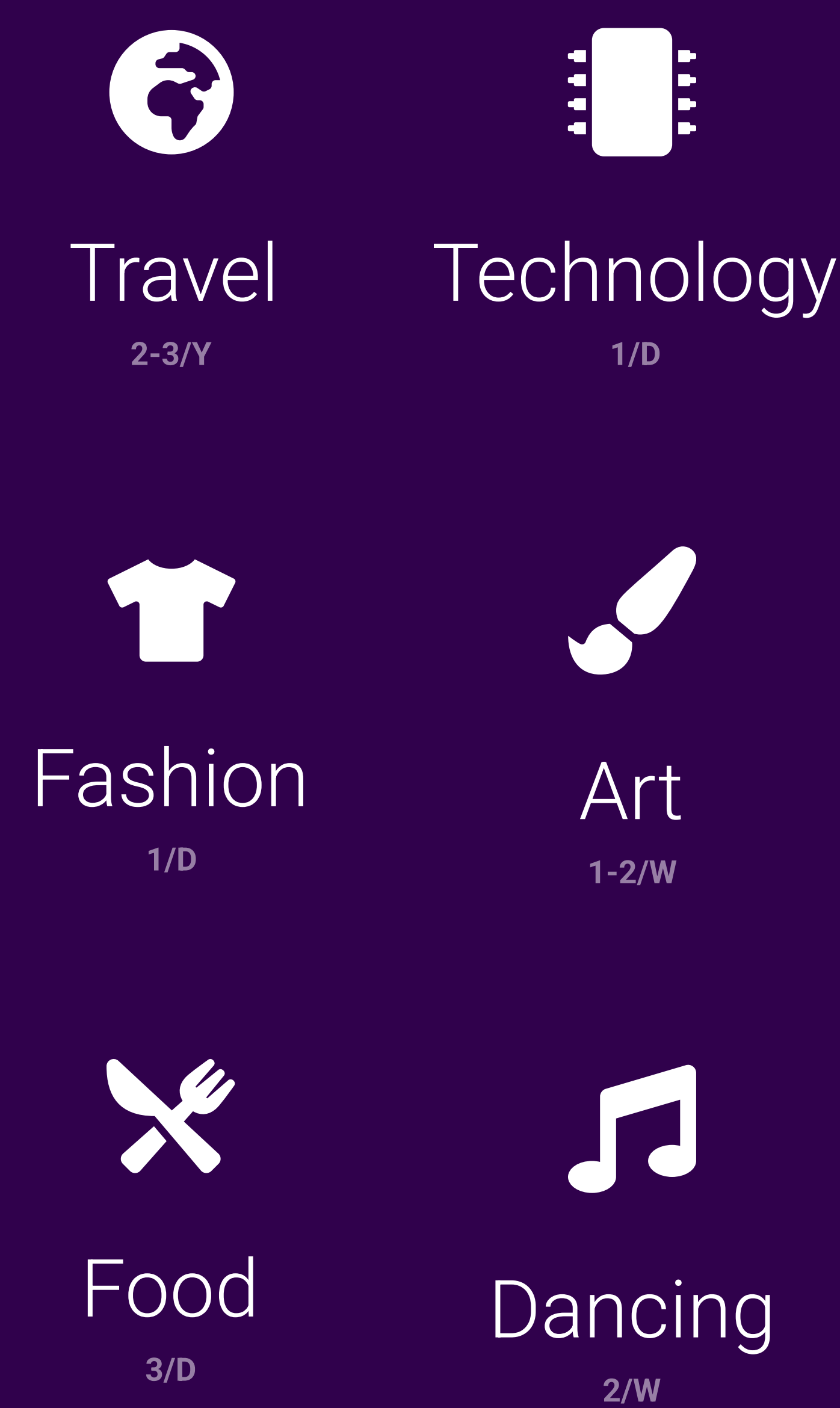





LANGUAGES



INTERESTS



MY WORK EXPERIENCE

APR. 2017 - AUG 2023
Stefanini Infnit , Bucharest 



Associate Creative Director
Concept & Idea development, client pitching, scriptwriting, headlines, social media & production.
Clients: SUZUKI, J&B, Stefanini, IQOS, Cif, BMW, Alpha Bank, Libra Bank, Johnnie Walker, Extenda Retail, Pufies, Deloitte, Toyota, MAZDA, Tiffany, CAMPARI, Tedi, Ekselence & more.

APR. 2017 - SEP 2019
McCann, Bucharest 



Senior Copywriter
Concept & Idea development, Scriptwriting, Client Presentation, Radio Scripts & Headlines, Production. Clients: Beko, KFC, Mega Image, Nestle, Buitoni, Nescafe, Nesquik, Opel, Zuzu Dolce, Purina, Vodafone, L'Oreal, Mastercard, Virgin Radio, GTC, Kober, Coca-Cola, Sprite.

SEPTEMBER 2017- FEBRUARY 2019
Publicis, Milan 



Copywriter
Concept & Idea development, Scriptwriting, Client Presentation, Pitching, Headlines, Brand Guidelines, Social Media content management, Editorial planning, Production. The clients I have worked on include: Heineken, Diesel, Dacia, Renault, Nescafé, Sky, Fanta, Le Roy Merlin, Kinder, Jägermaester, Tampax, Garnier, Auchan, Coca-Cola, Orange.

OCTOBER 2016- DECEMBER 2016
JWT, New York 



Copywriter Intern
Concept & Idea development, Scriptwriting, Client Presentation,Pitching, Headlines.Listerine, Nestle, Outshine, Expo Markers.

JULY 2016- SEPTEMBER 2016
TBWA\Chiat\Day, New York 



Copywriter Intern
Concept & Idea development, pitching, scriptwriting, headlines and social media. SportCheck, IZZE, McDonald's, GoDaddy, Nissan, Accenture, TDBank, Thompson Reuters, Michelin, Travelers Insurance, Nissan, Nutrilite, Volaris.

APRIL 2016- JUNE 2016
Saatchi & Saatchi, New York 



Copywriter Intern
Concept & Idea development, copywriting, social media & creative content for Instagram and Facebook accounts.
Tecate, Pampers, Lucky Charms, Go-Gurt.

EDUCATION

2014-2016
Miami Ad School Madrid, 
Miami & New York 



Portfolio Masters in Copywriting

2011- 2014
University of Worcester 



Bachelor of Arts (B.A.) Marketing, Public Relations & Advertising

2008 -2011
Lycee Francais Anna de 
Noailles



Literature