

Adrian Docea

STRATEGY DIRECTOR, BBDO MOSCOW

Moscow, Russia

adriandocea@gmail.com

Strategy Director BBDO Moscow, coordinating Whiskas, Sheba, Perfect Fit, Pedigree, Cesar, Snickers, Mars, Bounty, Milky Way, M&Ms & Maltesers. Also leading strategic new business projects.

Experience

Strategy Director

BBDO Moscow

Moscow, Russia

Nov 2010 - Present

Strategy Director BBDO Moscow, coordinating Whiskas, Sheba, Perfect Fit, Pedigree, Cesar, Snickers, Mars, Bounty, Milky Way, M&Ms & Maltesers. Also leading strategic new business projects.

Regional Strategic Planner

BBDO Central & Eastern Europe

Bucharest, Romania

Feb 2007 - Jan 2010

Coordinating the brand strategy for Whiskas across Central and Eastern Europe.

Senior Strategic Planner

BBDO Bucharest

Bucharest, Romania

Oct 2006 - Nov 2010

Coordinating communication strategy for: Clicknet broadband, Dolce TV, Tuborg beer, Holsten beer, Pepsi Light, Pepsi Max, Muller dairy, Snickers, M&M, Whiskas, Real Hypermarkets, Blueair Airlines and others.

Strategic Planner

LOWE Bucharest

Bucharest, Romania
Jun 2005 - Sep 2006

Coordinating communication planning for:
SABMiller's leading beer brand Timisoreana, Coca-Cola Light,
CitiFinancial, TNT delivery, Time Out magazine and others.

Strategic Planner

Siebenbuergen Consultancy

Cluj, Romania
Feb 2003 - May 2005

Brand consultant for several local clients.

Portfolio

[Click here for the portfolio](#)

Clients: Alba Iulia, Blue Air, Cesar, CitiFinancial, Clicknet, Deutsche Telekom (Romtelecom), Dolce, Holsten, Mirinda, M&M, Muller, Pedigree, Pepsi, Pepsi Light, Pepsi Max, Perfect Fit, Real, SABMiller (Timisoreana), Sheba, Snickers, Strauss (Elite & Selected), TimeOut, TNT, Tuborg, Whiskas, Weinerberger (Bramac), Yale.

Awards

/ Performance

Effie Awards 2010

Dolce TV: Bronze. Clicknet broadband and Muller dairy: shortlisted.

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/ Performance

European Effie 2009

Whiskas Poland, Czech & Hungary: shortlisted. "Mr. Right" 2009: the first campaign developed by BBDO Bucharest, to be shortlisted at the most important communication strategy awards in Europe.

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/ Performance

Ad'Or Awards 2009

Snickers Urban Arena: Silver & Bronze.

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/ Performance

Effie Awards 2009

Snickers: Silver. "Urban Arena", produced by BBDO Bucharest, was awarded Gold by Mars Inc. for the best campaign produced in Eastern Europe in 2009.

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/ Performance

Effie Awards 2008

SABMiller's Timisoreana: Grand Prix.

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/ Performance

Golden Drum Awards 2008

Tuborg: shortlisted. "Golden Drum" is the most important creative awards in Eastern Europe.

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/ Performance

Romanian PR Awards 2008

Pepsi Light: Silver. "It's Hard to be a Woman" was the first campaign developed in Eastern Europe and exported to other markets.

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/ Performance

Golden Drum Awards 2007

Yale locks: Gold.

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/ Performance

Epica Awards Europe 2006

DaKiNo Film Festival: Silver.

Education

BA in Advertising

Babes-Bolyai University

Cluj, Romania, EU
Oct 2002 - Jun 2005

Undergraduate studies in Business Administration

Babes-Bolyai University

Cluj, Romania, EU
Oct 2000 - Jun 2002

Music

Alba School of Art

Alba, Romania, EU
Oct 1988 - Jun 2000

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