

Curriculum Vitae

S A M O I L A Cristian

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Blog www.tertulia.ro/blog

Date of Birth: 21 April 1977

Nationality: Romanian

Education: august 1999 – Licensed in Economics, Faculty of International Economic Relations, Economic Studies Academy Bucharest
1995-1999 – "Constantin Brâncoveanu" University, Faculty of Management, Marketing and Business
1991-1995 – Economic High School "Virgil Madgearu" Galati - major Tourism

Languages: Romanian, English, French

Driver licence: Cat. B, 2005

Fields of competence: Art Direction, Photography, DTP, IT&C Support, IT&C Acquisition

Professional History:
2006 to date

Photographer **Freelancer**

- News photo coverage (ranging from concerts to social & sport events)
- Studio photography
- Advertising & Product photography
- Nature & Macro photography

Clients: Evenimentul Zilei, Maxim Romania, Flacara Magazine, NewsIn, Realitatea TV, Romanian National Museum of Art, Hollmann, Stefadina, Capricorn Advertising, Paradisul Verde

1st Prize at the 2009 FAI – Mamaia - World Elite Aerobatics Formula Photo contest
Special Prize at the 2008 Tuzla Fly-In Photo contest
Featured in BakMagazine

- 2002 to date **Art Director Freelancer**
Main projects
- Connex-Vodafone – winter ATL campaign, internal corporate templates
 - Vodafone – internal rebranding, store rebranding, stationery templates
 - Alfredo Foods - Identity concept, internal rebranding, stationery templates, packaging concept, corporate communication, ads and advertorials, photo
 - Branding and launching campaign for Napoleon Casino, Euroland Stores, BigTime
 - Logo concept Wolverine, Novo Season
 - TetraPak Romania – HR campaign
 - Avicola Mihailesti – advertorials
 - Silk – packaging concept
 - Predania – graphic concept & cover & DTP for books
 - Nova Touring/Eurolines – rebranding
 - Skoda – ads
 - Deroni – package design
 - Wolverine Advertising – branding and stationery templates
 - AncaTerra Turism – web design
 - MAP – photo, posters
 - Realitatea TV – photo, on & off-line design
 - RNMR – Museum’s Night 2009 website
- 2008, September – 2009, February **Prospero**
Position: Art Director
- Art Director
- Most important commercial clients: URBB, Wrigley’s, Generali, Granini, Tnuva, Vodafone
- 2008, March – 2008, September **Realitatea TV**
Position: Art Director & Photographer
- Art Director & Photographer
- 2007, October – 2008, February **BMP Advertising/Betta Promotion SRL**
Position: Art Director
- Art Director & DTP
- Most important commercial clients: Eli Lilly, Astra Zeneca, Wyeth, Rolex, Lasmifo, Pharma Promotion
- 2006, March – 2007, March **Adviser/Chilli Media SRL**
Position: Graphic Designer
- Graphic design
 - DTP
- Most important commercial clients: P&G Balkans (for Always, Braun, Gillette, Duracell brands), MOL Romania, CBRE Romania, Mivan/Newtown, Ibiza Real Estate

2004, October – 2006, March

I.L.F. CONSULTING ENGINEERS ROMANIA SRL

Position: IT Support & Graphic Designer

- Graphic design
- IT&C Support
- IT&C Acquisitions
- Logistics
- Network Admin Support
- Intranet Support

Main projects

- Marketing and internal communication
- Implementing the LAN infrastructure
- Implementing the ISO9001/2000 standard
- Relocation of the ILF Ploiesti office

2002, august – 2004, October

gmp / MAP Romania

Position: Graphic Designer

Achievements: responsible for the BSH (Bosch und Siemens Hausgeräte GMBH) account

Most important commercial clients: Aventis, BSH (Bosch und Siemens Hausgeräte GMBH), Citibank, Hilton Bucharest (Athénée Palace Hilton), Ipsen, Organon, Unilever, and some important local brands: Astra, Bucovina, Centrofarm, Codecs, Frigotehnica, Rompetrol, Tiriac Travel. 2004 Election campaign for Bucharest Mayor: Traian Basescu

2002, April – 2002, July

SER Reklam

Position: Graphic Designer

2002, January – 2002, March

CIVIO

Position: Graphic Designer

1995, September – 2002, January

"Constantin Brancoveanu" University

Position: Graphic Designer

Achievements: responsible for the publishing department, more than 50 books

Main activities:

- Photography;
- Art Direction;
- Desktop publishing (covers, illustrations, graphics, tables, pagination);
- Design of the UCB font (for the logo of the "Constantin Brâncoveanu" University);
- Preparing documents for offset/digital printing;
- Image retouching;
- Occasionally, copywriting for some papers/advertisements;
- Proofreading.

Other activities:

- Hardware and software maintenance for computers
- Consulting for hardware and software acquisitions;
- Basic audio/video editing and conversions;
- Designed interfaces for personal websites and presentation CD's;
- Quality control for offset and digital printing.

Computer skills

- ◇ Adobe Design Suite (Acrobat, Illustrator, InDesign, Photoshop)
- ◇ Adobe Photoshop LightRoom
- ◇ Corel DRAW!
- ◇ Quark XPress
- ◇ Office suites (Microsoft/OpenOffice.org)
- ◇ Fontlab