

 : Mother Tongue

 : Fluent Spanish

  : Beginner French

**Croatian: Bilingual.**

***LANguages***

* **Proficient in media planning tools,** Roy Morgan, Asteroid et Reach&Frequency.
* **Proficient in Microsoft Office Suite,** Adobe InDesign and Photoshop.

***computer skills***

**Matea** **ADAMEC**

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**2005 – 2010 University of Technology, Sydney (UTS):** Double **Bachelor of Arts in Communication (Public Communication) & in International Studies.** Major Advertising *(DISTINCTION)*

 **2008 – 2009 University of Adolpho Ibanez, Chile: Exchange (1 year)**, major Spanish Language. *(DISTINCTION)*

**2004: MLC School for girls, Burwood, Sydney. Higher School Certificate, UAI (Score) 98.95.**

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| **Aug. 2009 –****July 2010** | **Media Planner** – OMD Worldwide (Advertising Agency) – Sydney, Australia.* **Developed media plans** for OMD’s highest revenue generating client, Telstra (N°1 Australian Telecommunications Provider).
* **Daily use of campaign optimisation and planning tools** such as Roy Morgan, Asteroid and Reach&Frequency.
* **Responsible for a total client budget of AUD $1.5 million** and monthly budget reconciliation activities on projects:

- Telstra Sponsorships & Events, *e.g*. *Telstra Business Women’s Awards*- Telephony Offers- Product Launches* **Liaison work with key media distributors** in TV, Radio, Press and Internet; required travel to satellite offices to attend creative workshops, facilitate and maintain client works-in-progress.
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| **Sept. 2008 –** **Feb. 2009** | **Bilingual Marketing Assistant** – JohnsonDiversey (JD) – Santiago, Chile.* **Researched existing business segments, potential customers and predicted market trends:**
* Required creation of **a national business data base** by sector & market share (5000+ entries) to be used in forcasting sales targets for the company’s products.
* **Responsible for contacting prospects (cold-calling)** and testing interest for commercial offers (in Spanish):
* Required flawless display of adherence to cultural factors, company procedures and the product features/unique selling propositions.
* Generalist duties included **supporting the Marketing Director** in day to day action plans & **attending meetings with B2B representatives** (in Spanish).
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| **Jan. 2007 –** **Oct. 2007** | **Sales Consultant –** V.A.I.G Photographic Studio – Sydney, Australia.* **Trained in sales techniques,** *e.g. Needs Creation Selling and SPIN.*
* Achieved daily photo package sales to the value of **AUD $10,000.**
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| **2006 – 2009** | **Promoter –** APA & Let’s Launch Promotions – Sydney, Australia.* Representative at sponsored events, product trials, flyer distribution for several distinguished brands, e.g. Uncle Toby’s, Moët & Chandon, Telstra.
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***Education***

***professional experience***