

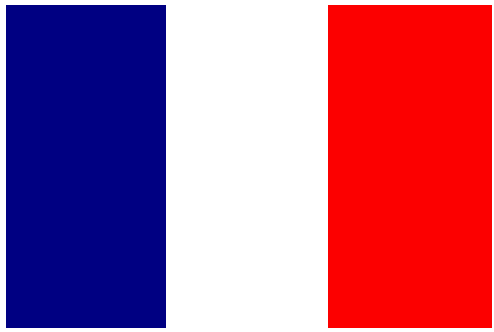
: Mother Tongue



: 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. |
| **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). |
| **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.** |
| **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. |

***Education***

***professional experience***