

COPY • CONTENT • COMMUNICATION.

BRIEF ME

No. 1
2017

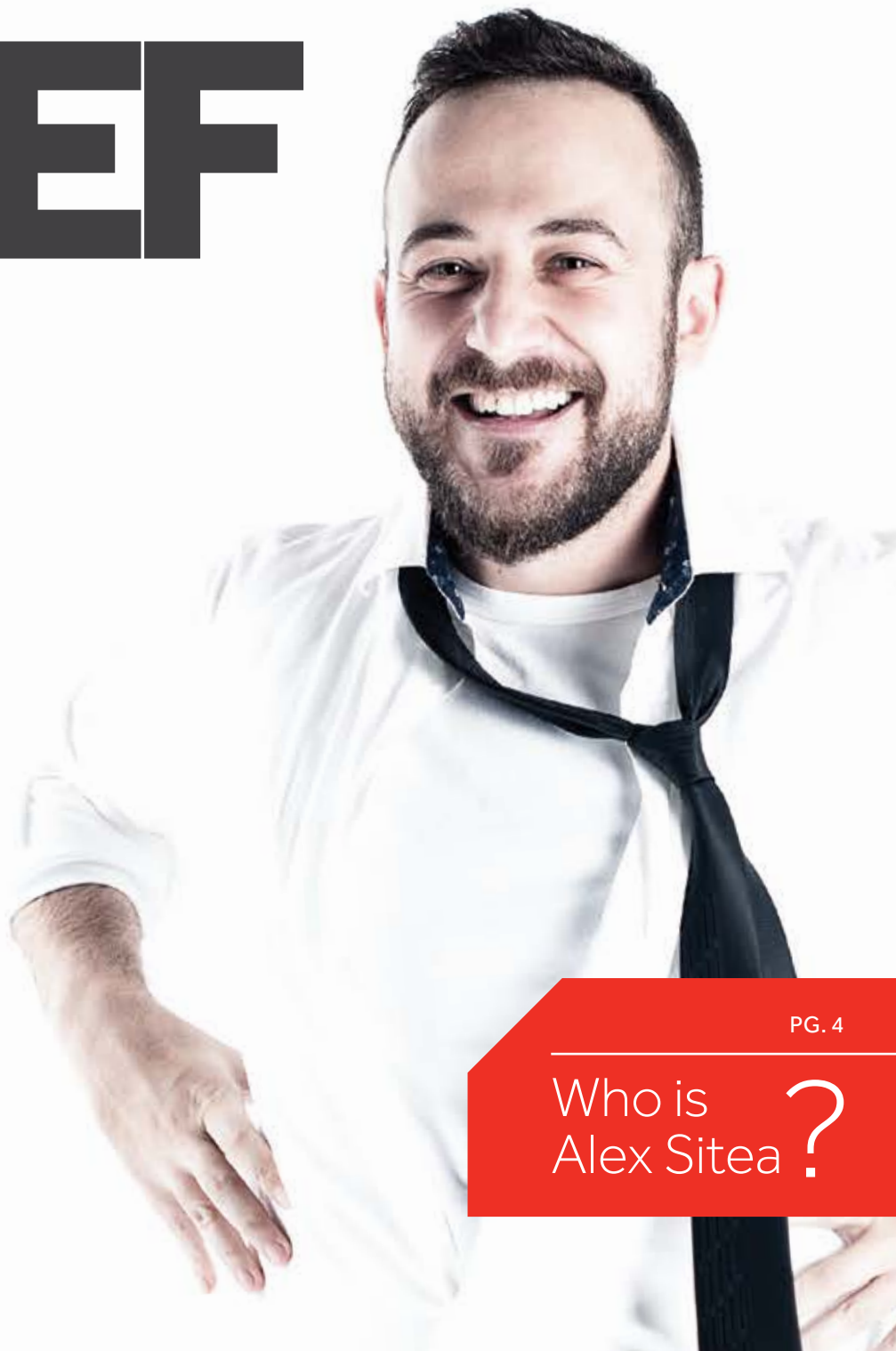
No nonsense.

Just copywriting!

Pg. 10

TELLING my story

Everything you
need
to know
about your
writer.



PG. 4

Who is
Alex Sitea ?



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IDEAS TO WORDS

Yes, in simple terms, you could tag me as a writer and editor because, bottom line, that's what I am. But, personally, I like to think of myself as being more of a storyteller, who transforms ideas, thoughts, concepts and visions into written words. In order to become a professional storyteller, I knew I had to do more than create, write and communicate a lot, I had to shape these three fundamentals into one career.

I started by listening to a huge amount of other people's stories, because that's what account managers do, they listen to both sides of a story, get the big picture and make sure there's a happy ending. This strengthened my communication skills.

The next logical step was to start telling the stories. As a journalist, I was able to narrate the tales of others, using my own words and style. It improved my vocabulary, my coherence, my grammar, in a nutshell, my writing.

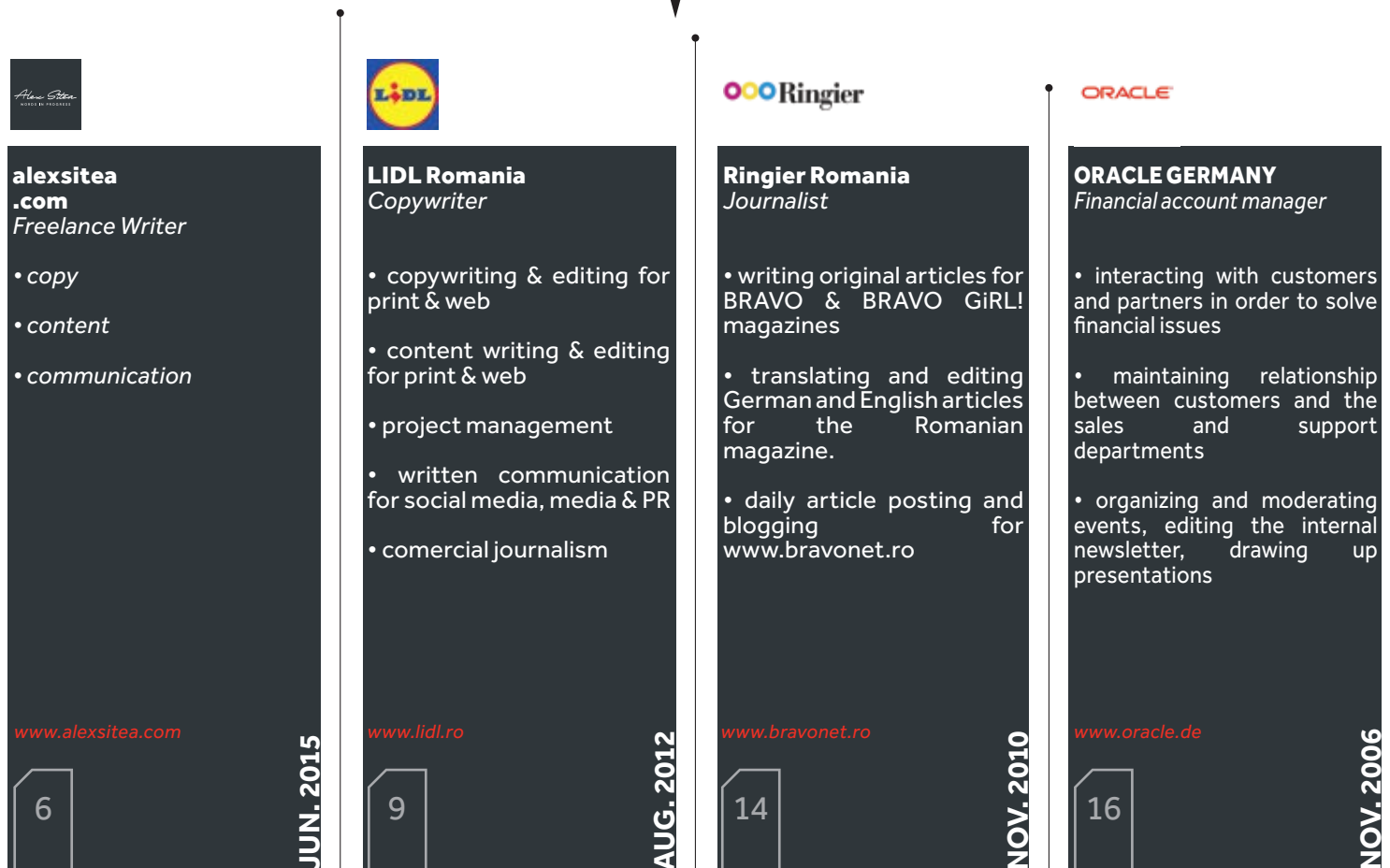
It was only when I entered the world of advertising, as a copywriter, that I started creating stories. I used imagination and ideas to make up and write down new materials that would promote and captivate at the same time.

Combining all this achieved skills, I am ready to write new success stories and am looking for the right heroes to star in them. So, if you need a catchy slogan, smart content for your website or social media that reaches the audience, just brief me with your ideas and I will put them into words.

Alex Sitea



Telling my story



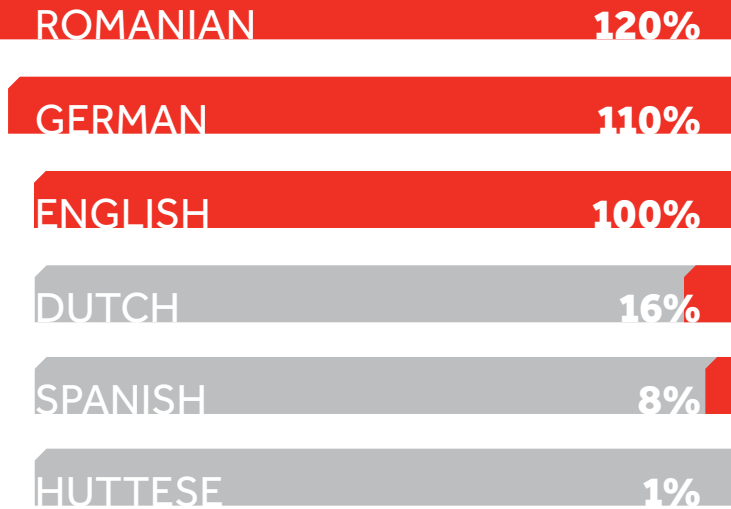
Education:

- Bachelor Business Economics (BBA), licensed in International Negotiations & Marketing, Academy of Economic Studies Bucharest, www.ase.ro
- German Language Certificate (Native Speaker), German Ministry of Culture, www.kmk.org
- Managing Business Conversations course, Triad Consulting, www.triadconsultinggroup.com
- Communication & Negotiation training, TMI, www.tmiworld.com

Copy & Content Writer



Languages



REFERENCES

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In my own words

Freelance writing is a love-hate thing. It's not only about deciding your own working hours, typing from wherever you want and meeting awesome people it's also about finding, convincing and impressing new customers on a daily basis.

It's difficult fun! These right here are some of my permanent projects that helped Alex Sitea get alexsitea.com rolling.



Communicating with aliens

Transylvanians is a one-of-a-kind music and arts festival that takes place yearly in the heart of the wilderness. Website content (www.transylvaliens.ro), newsletter, advertorials, social media communication and enthusiasm are my contribution to this amazing project.



It's the wine talking

I sip my drinks, eat my tapas and have my engaging conversations at Puro wine & coffee and so everyone enjoys this place it as much as I do, I edited their menus, write their advertorials and do their online communication.



The call of the wild

As part of the SwissCommerce family, www.yonc.ch is an online shop made for adventure. We're a match made in heaven, so I'm writing content, copy and take care of the social media communication for it.



Of music & movies

Noisefarm is a brave and exciting start-up building bridges between indie musicians and film makers. They also have a pretty cool blog about music, movies and audio-video techniques on www.noisefarm.net. :)



Words in progress

It's more than a blog, it's a collection of my ideas, thoughts and works on their way to fame. Check it out on www.alexsitea.com.



Voice of the many

The world is full of websites, companies, establishments, shops and friends with small businesses who need someone to speak up for them. I can't list them all here, but I'm pretty sure I had a project in pretty much every area. Drop me an e-mail at hello@alexsitea.com and we'll talk about it.

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Since I grew too old for telling people I want to become an astronaut, I dreamed of being the word of advertising, the clever writer and mastermind behind the creative campaigns. So, when I found out that career possibility actually exists, I knew that's what I had to do for a living. Although it looked easy in the movies, it actually took a lot of hard work but here I am now!

[...] CONTENT

I am natural storyteller but at the same time an insatiable absorber of information. Add passionate writer to the equation and you get all the premises for a broad range of high quality written content. Blogging, journalism, creative writing, advertorials, web content, language adaptations: you name it; I did it...and loved it!

@ COMMUNICATION

My entire professional and social life is built on communication. At an early age, I found out that mastering this craft skillfully is a key factor for getting what you want and where you want. So I, figuratively, taught myself how to talk by studying, learning foreign languages, developing my writing skills and engaging in public speaking, entering debates and meeting new people.

LIDL

Romania

The word of advertising

Lidl is a German discount supermarket chain, a top competitor on the European market with dreams of world-wide expansion, that decided to stand out in the crowd by kicking the grim discounter image and becoming marketing active.

Being one of the newest members of the family, Lidl Romania was the perfect playground for this experiment and that meant a lot of creative freedom for a fresh in-house advertising team and its junior copywriter, yours truly. After a few months, I was promoted to copywriter and got my name on the door. But why stop there when there is so much more to do for a word wizard in marketing? I started writing and editing content and helping out with the written communication, I even dipped my toe into project management. Bearing in mind the fact that I started my advertising career around the same time Lidl set shop in Romania, I think it is safe to use the cliché "I grew with the company".

This new and attractive marketing orientation was a full success and many of our campaigns and ideas were acknowledged within and outside the company. It all peaked when Lidl reached "Superbrand" status in Romania and, since I've been around this entire time and contributed with my works, I guess that makes me a little super too.

No nonsense. Just copywriting

From a copywriter's point of view, one of the best things about working for a company that sells basically everything is getting the chance to promote a diversity of products. Each category needs its own specific approach and by writing all these different styles you gain experience and complexity.

To put it in simpler terms, it almost feels like working for different clients, each one with own demands and expectations. There's the food guy who is looking for words even more delicious than his products. Then, there's the fashion icon expecting trendy, attractive and glossy writing, the salesman of luxury products who wishes you to make his merchandise sound "out-of- this world" and also the sporting goods store expecting you to capture the dynamics of movement in words. Of course, there's the big brand who wants you to add value to a name that is already and advertising text on its own. Let's not forget the power tool salesman, the toy store, the cosmetics company and many, many more.

At Lidl, you get to work for all these clients at once! So I embraced diversity, expanded my approaches and adapted my writing to custom needs. My words made everyone happy and they can do it for you too!



Samples:



Fashion Extreme & Snow For Fun
Writing copy for things you love is twice the fun.



Enjoy the game!
During the 2014 World Cup, Lidl launched a massive advertising campaign. My words were literally everywhere!



Look good, feel good
This was the slogan used for the launch of Lidl's own fashion line.



More fun with words

I've always been enthusiastic about storytelling. Luckily, at Lidl there were plenty of opportunities to live out this passion by writing and editing content for all media known to man.

Magazines and catalogues

Free online and print magazines were released to get customers interested in specific products. For instance, once the winter sports articles hit the shelves, an info-magazine with skiing tips and tricks was issued. Same with wine guides, festive receipts for the holidays or cocktails and party ideas for the summer. Of course, they also advertised some products, but were mostly based on standard articles, like every ordinary magazine.

Websites

Beside the main internet page, which I also supplied with content, Lidl Romania had a supporting website that I helped kick start. This site was based almost exclusively on content such as cooking receipts, foods and culinary customs from around the world, kitchen tips, cooking videos, nutrition facts and so on. Fresh text was added daily.

Advertorials

Writing and editing original articles and interviews for popular websites and magazines was a sweet reminder of my time as journalist. The only thing I had to do different was to include the products or promotions in the text, sometimes more subtle and sometimes directly in your face.

LIDL MAGAZIN

Alegem înțelept!

CURAT | PROASPĂT | AMABIL | 2+1

Team LIDL

The employee magazine is a very special project because it combines all the activities I did at Lidl: copy & content writing, internal communication and project management.

I picked the content, wrote and edited the articles, obtained the approvals of the board of directors and the HR and PR departments and got about 3500 people to actually read it. I think it's safe to add "magical powers" to my resume.

Written talk

There's always a lot to do for a crafty word-juggler in a creative marketing environment and I never passed on an opportunity of getting involved in an activity that required my skills. That's how I became an important part in Lidl's written communication. In simpler terms, whenever something needed to be said, I was the one to say it in writing. My sphere of activity incorporated both internal and external communication. I brainstormed on social media posts, drafted letters and e-mails, check press releases and other PR & CSR texts, wrote website information, came up with newsletter titles and edited video scripts. I was the editor in chief of the employee magazine and a vital member of the team that released the guide that contained all the discussed topics at the yearly worldwide marketing meeting, the strategies to be implemented and campaigns to be launched.

Content & communication often interact

A promotional interview with Andra, a singer and one of the Lidl images in Romania. It got printed in a nationwide magazines.



BRAVO

Writing for the teenage masses

Founded in 1933, Ringier is the largest international operating media company in Switzerland and publishes over 120 newspaper and magazines in countries all over the world. One of them is BRAVO, a German pop-culture magazine targeting teenagers. It was first released in 1956 and is now being published in 11 languages and over 15 countries across Europe.

When BRAVO, the publication that reached cult status across the continent, advertised a journalist position for Romania, their inbox was flooded with requests. Who doesn't dream of attending events packed with celebrities, having backstage access at awesome concerts, listening to unreleased music, watching new movies before everyone else and doing this for a living (yes, this was their exact job ad)? I gave it a shot, with zero professional writing experience. Apparently, I wrote an inspiring cover letter and they also liked my private works so they invited me over for an interview. I met the editor in chief, impressed him and he took a chance on me sending the other applicants home.

That's the story of how I started writing for a living, and what a start it was! At the 2013 edition of the Radar Media Awards (Romanian media awards), BRAVO won the "Best Youth Magazine" accolade, a price it scoops up almost yearly, but, even more impressive, the "Most Read Magazine 2012" award for the first time since published in Romania. So at that point I was one of the most read journalists in Romania and that's a pretty awesome way to start a career.

The science of online writing

Compared to printed media, the online environment is more dynamic, interactive and fresh. At BRAVO, we went by a simple formula for a good web article: the quality remains constant while the quantity expands and the form condenses. In other words, you keep your writing flawless but do more and shorter stories. The idea behind it was to get the news to the reader first, keep him informed and determine him to purchase the magazine for the detailed stories.

It's about music... and so much more!

It's always great when you can mix the things you are passionate about with your job. That's BRAVO!

In my time at the magazine, I had my own column presenting the top tracks of the week, wrote extensive album reviews and previews, got to interview some great artists and capture their stories with my words, had the chance to edit the biographies of some of my favorite bands and singers and took a crack at writing about the business part of showbiz.

But perhaps the coolest thing was the opportunity to research and write original articles based on my own concept (for example how to become a DJ with some tips from the leaders of the branch) and see them every Tuesday at the newspaper stand printed in a magazine.

Sounds great, doesn't it?





Teaming up with the client

The Oracle Corporation is a US American multinational computer technology corporation. The company specializes in developing and marketing computer hardware systems and enterprise software products. By revenue, Oracle is currently the second largest software maker worldwide.

Oracle drafted me for their German financial accounts management team directly out of college. The game was simple: build a relationship with my clients (companies & corporations) and assure their interaction with the company runs as smooth as possible. It was my first real job, but the team manager saw potential and gave me a spot in the starting lineup. I did not disappoint. After just two seasons I became first regional (northern Europe) runner-up for debt clearing, meaning almost all issues in my portfolio were solved and my customers had almost no outstanding debts and complaints. On year later, I scored the second best result for the entire EMEA region missing the MVP title by a whisker. When Sun Microsystems was acquired by Oracle, in a transaction that held the front pages of the newspapers for quite some time, I got to be part of the Dream Team that helped transitioning all clients to Oracle. Among others, I had to guard Sun's biggest partner in Europe so tight I even scheduled my vacation days based on their schedule.

After four years in the league, I decided it was time for a change so I hung up the red Oracle finance jersey. In opposition to Michael Jordan, whose attempted baseball career flopped, I am now successfully playing the writing game.



THE SKILLCARD

Alex Sitea

An aspiring copywriter, accomplished content provider, experienced journalist and communication enthusiast is ready to write for you.



Social: The nation's sweetheart, voted most popular in high school and in 2 out of 3 workplaces, would rather fit in a well tuned band that allows him his fair amount of solos than play as a solitary artist. Has a positive vibe that hypnotically attracts people so, one day, he'll make a fine president or cult leader.



Technical: Pretty handy with a glass cutter but he feels more comfortable in front of a screen using the main social media hubs, wordpress, the ms office package, adobe tools, oracle & sap products and surfing the biggest waves of the web.



Communication: Built to easily interact with anyone, by talk, writing and chaotic hand gestures, can maintain a conversation for hours without a recharge. As a polyglot by definition, he is proficient in 3 languages and can order a beer and a sandwich in dozens of others.



Creative: Writes for www.alexsitea.com.

The awesome 5



Hi, I'm Alex!

I know, your project is your little bundle of joy and you can't just hand it over blindly to anyone you just met on the internet. To break the ice, I made this extra page, which 9 out of 10 experts says it makes no sense, that covers some "first date" topics so you get to know me, my style and my passions. I'm sure this will convince you that I am relationship material and that it's the right decision to start a collab.

1.

Traveling is today's trendiest hobby, so I don't do it. I experience places, people, cities, nature and events and because I have restless leg syndrome I'm always on the road and come back with the most amazing stories and coolest learnings.

2.

I love blabbering on and on and on about nothing and everything so I made it my job, but it also works in a pub, with a beer and real people in front of me and when I don't find suitable company I just write the stories down and post them so there's no escaping them, on way or another.

3.

I think I was skiing before I was even walking so when the first snow you will probably find me sliding on the slopes. For a more urban adrenaline shot I dribble the basketball as often as I can. These both are great for meeting open and fun people.

4.

I am attached to headphones. I can't work, think or relax without music. It keeps me in rhythm, shuts down all outside temptations and also silences the voices in my head who come up with the strangest procrastination ideas.

5.

I'm a freak for all nerdy-artistic-tech stuff. Superheroes, Sci-Fi, advertising, street art, comics and all sorts of other things that make my life look like Peter Pan meets The Big Bang Theory. Aaa, and before I forget, dogs, children and mothers-in-law love me, I think it's because I'm a compulsive smiler.

** The bonus round! There are two kinds of people, so let's make it simple: dogs, Star Wars, mountains, stick, skiing and whatever your product is versus the one of your competitor*

Leaving a mark

"Do what you love, do it the best way possible and always leave an open door when you move on. Leave your mark!" This was the sole advice my father gave me regarding my career and professional life and I always tried to stick to it. These guys will vouch for it!

"...a remarkable writing talent perfectly combined with great communication skills and a witty personality." Cristian "Oxi" Constantin, Editor in Chief, BRAVO.

"...provides several creative solutions for each of his tasks and supports them with arguments highlighting the benefits of each approach [...] an important part for the success of our campaigns." Florin Drăghia, Marketing Director, Lidl.

"...flexible and open minded, always innovative and resourceful. A great asset for every team." Cristian Tătaru, Senior Finance Manager, Oracle.

"...is great with words and has a special feeling for people [...] has put down my exact thoughts." Radu Popa, General Manager & Founder, Phonon Sound Solutions.

"...I recommend Alex as THE copywriter to work with. He's reliable and always delivers his text, above expectation! :)" Cristian Simina, Graphic Designer



PURO

Ringier

ORACLE

LIQUID



SUSTAIN



INSERT PROJECT HERE

Be the star of my next issue!

I still have loads of awesome ideas up my sleeves that are just dying to get out there and make an impact. They could be making it for you.

"Brief Me" with the details of your creative project and I will work my magic to make it a success, you have my WORDs!

www.alexsitea.com

