

George Bonea
StoryTeller / Senior Copywriter / Creative Strategist /
Ph.D. Student & Teaching Assistant – Anthropology of Advertising

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I'm a Storyteller, passionate about research, sociology, and anthropology, with +10 years of experience as a copywriter, working for both agencies and clients (B2C & B2B), writing copy based on research, and with emotional insight. Able to adapt to various domains, understand the target audience, and deliver accordingly.

My work has covered various platforms and areas, including branding, strategy, research, TVC/radio/digital video scripts, social media strategy and content, display advertising, creative campaigns, corporate events, SEO content, in-store campaigns, and digital campaigns.

I'm also working on my Ph.D. sociology & anthropology research: "*Outdoor Advertising: Differences and Perceptions between poor and wealthy neighborhoods.*"

Passionate about words and writing, I have published three books, which have sold more than 10,000 copies in Romania. I'm also a lecturer and guest speaker at marketing and advertising events on advertising, sociology, and anthropology topics for both Romanian and foreign audiences.

You can also check my portfolio at georgebonea.com.

Employment history

Oct. 2023 – Present **Teaching Assistant / University of Bucharest**
- Teaching assistant for the English Anthropology course.

Tasks and Responsibilities

- Coordinate the materials & lessons for each week.
- Teach during the seminars.
- Prepare engaging materials.

Achievements

- Managing a group of 90 students from different cultural backgrounds (from various countries) can be challenging. Still, with humor, captivating materials, and dedication, you can transform each course into a lively debate.

Jul. 2023 – Present **Communication manager & content creator / Stadion de Cartier**
- „Neighborhood Football Stadium” is a project launched by a Romanian association that aims to revitalize sports in Bucharest and restore old football fields to the neighborhoods where they once belonged.

Tasks and Responsibilities

- I'm responsible for their communication strategy, social media, website content, and video scripts for digital and TV campaigns.
- For 2024, we plan to launch an extensive campaign for a national petition to oblige politicians to restore old and abandoned football fields to their community.

Achievements

- Up until now, I've managed to research the main local insights necessary for the project, write the video script that will be produced in March, and create the social media strategy for half of the year.

Oct. 2022 – Present

Head of Copywriting Department / Skillab-Laba & Skvot Academy

- International learning platform with courses in various domains (business, advertising, tech).

Tasks and Responsibilities

- Deliver the relevant content for Landing Pages, newsletters, email campaigns, and social media for each course, adapting the information and tone of voice according to the audience and strategy.
- Creating brand awareness campaigns.
- Lead the creative team and guide each of them on specific tasks they have to accomplish.
- Host of the brands' podcast.

Achievements

- Relevant copywriting that attracts the proper target for each lector.
- Creative ads based on insights specific to each course domain.

Jun. 2022 – Present

Copywriter & Strategist / The Mansion Advertising

- As a collaborator, I'm responsible for bringing a fresh approach to each project that requires a broader perspective.

Tasks and Responsibilities

- Research, conceptualization, managing the creative team around the project, and delivering everything in a professional presentation in front of the agency's clients.

Achievements

- Leading a team that won several pitches for the agency in various domains like banking (BRD), insurance (OmniaSig), retail (Scandia), FMGC (Bonduelle), and branding campaigns for different local and international clients.

Aug. 2021 – Present

Scriptwriter / Canopy Agency

- Creating creative video scripts for one of the largest performance marketing agencies in the UK and Romania.

Tasks and Responsibilities

- Delivering on time-relevant video scripts for each client according to their audience and business model (mainly tech, SaaS solutions, banking, financial, and software).

Achievements

- More than nine videos & campaigns were successfully delivered and implemented.

Feb. 2022 – May 2023

Content Manager & Copywriter / Yepp Interactive

- A start-up with a bold idea, bringing sports fans together to enjoy what they like without the tension of betting on money.

Tasks and Responsibilities

- Creating the copy for the website, newsletters, social media, and app.
- Curating sports events and 360 community management.
- Developing the strategy for each major sports event.
- Managing a team of eight (translators – Portuguese, Spanish, Dutch, French & German - and programmers).
- Responsible for the global communication content and strategy.

Achievements

- Successful global launch during World Cup Qatar 2022.
- Consolidating the market in Romania, Argentina, Morocco, and Poland with a challenging advertising budget.

Aug. 2021 – Sep. 2023

Copywriter & UX Writer / KooKoo Grocery

- Original and funny content for an original grocery store that delivers alternative eco products.

Tasks and Responsibilities

- Social media content, newsletters, campaigns, video scripts, and the UX app content.

Achievements

- Thanks to our original tone of voice and humor, we became a strong competitor for more prominent delivery brands on the market and made a name for ourselves as the funny and serious ones.

Jul. 2019 – Jan. 2023

Copywriter & Strategist / Valmand Jewelry

- Consolidating an image, tone of voice, and target for one of the biggest jewelry brands in Romania.

Tasks and Responsibilities

- Creating the website and social media content for Romanian and English-speaking markets.
- Managing a team of six (photographer, video editor, graphic designer, and website programmers).
- Research to improve customers' experience in-store and online.
- Research for relevant influencer campaigns.

Achievements

- Partnerships with some of Romania's most important and influential music, sports, and TV stars.
- According to the strategy approved by the board of directors, sales improvements are due to constant communication and proper audience targeting.

Jun. 2019 – Jan. 2020

Senior Copywriter / Mercury 360

- One of the most influential BTL & digital agencies in Romania.

Tasks and Responsibilities

- Creating digital & in-store campaigns for brands like Pepsi, Lays, Purina, Dr. Oetker, and Bonduelle.
- Leading a junior creative team.

Achievements

- Creating pitch concepts that won clients like Pepsi and Dr. Oetker for the agency's portfolio.
- CSR campaigns for the Romanian Police Department.

Aug. 2017 –
May 2019/Present

Senior Copywriter / Minio Studio

- An agency with a drive for prizes, for whom I worked in-house, and since 2019, we have been collaborating on specific projects.

Tasks and Responsibilities

- Managing a creative team (art, graphic designer).
- Delivering 360 campaigns for digital & in-store (Pepsi, Hochland, Jysk, Durex, Domestos, Mondelez).

Achievements

- Seven prizes (3 Effies, 4 Romanian PR Awards).
- We still collaborate on projects that require a humorous and bold approach. Our last prize together was an Effie in 2022 for a Mondelez/TUC digital campaign.

Education

2023 – Present

Ph.D. in Sociology / University of Bucharest

- Research theme: *“Outdoor Advertising: Differences and Perceptions between poor and wealthy neighborhoods.”*

2020 – 2022

Master's degree in Sociology / The National School of Political and Administrative Sciences

- Graduated with a thesis and research on inmates' perception of luxury consumption.

2022

Rainbow Youth Program / Torino, Italy

- I led a Romanian team for six days during a European program promoting the inclusion of LGBTQI+ youth.

2021

Legal Psychology Course / Bucharest, Romania

- Workshop on juvenile delinquency and different social strategies to fight it.

2021

DocumAction Program / Kalamata, Greece

- A 10-day creative workshop during which I led a team of six to create a short documentary about a social issue in Greece. Our video was aired at the Peloponnisos International Documentary Festival.