

PERSONAL INFORMATION

Madalina Zaharia



 (Romania)

 (+40) 722 191 448

 madalina.zaharia@fullbloom.ro

 <https://www.linkedin.com/in/madalinzaharia> www.fullbloom.ro www.copiiispunpovesti.ro

PERSONAL STATEMENT

I work with people to help them figure out what they want to do in life; design the path from where they are to where they want to be & take action. I work with companies to improve their employees work satisfaction, meaning & engagement.

I have high interest & experience in managing, designing, delivering and researching educational and career counseling & consultancy projects, with focus on youth.

I am a lifelong learner of human emotions, cognition and behaviors and good at passing on the knowledge to people I interact with. I work independently (through my own NGO) or in collaboration with educational or counselling institutions.

www.fullbloom.ro - career counselling & consultancy programmes for teenagers, adults and companies

www.copiiispunpovesti.ro - first non-formal educational programme for children based on storytelling and character strengths, in Romania.

I know first hand what changing career means: over the past few years, I successfully translated the knowledge and skills gained by managing great teams and FMCG's brands into the educational & career counselling fields.

All this is proved by all my work and results so far.

WORK EXPERIENCE

Oct 2013–Present

Career Counselor & Consultant

full bloom (project of explorerKid Association)

Go to www.fullbloom.ro for more details.

- Support clients to rethink their work-life and find meaning & satisfaction in what they choose to do:
 - One to one career counselling sessions
 - Group career counselling sessions and workshops
- Enable companies to improve employees work satisfaction & meaning
- Support companies/ brands in their people communication/ motivation/ engagement strategy
- Developed together with a major corporate client an online non-formal interests & abilities assessment instrument completed by 4217 students
- Implemented & researched a career development programme for students: Career Flow: A Hope-Centered Approach to Career Development - A Career Development Programme for Students (Sep. 2013- June 2014; collaboration with Titu Maiorescu University' Career Centre)
- Awarded a Career Counselling Grant (within GCDF-Global Career Development Programme) by National Board of Certified Counselors (NBCC), summer 2013

Oct 2014–Dec 2015

Career Counselor

Titu Maiorescu University, Bucharest (Romania)

- Run group career counseling & training programmes for university students (POSDRU) - worked directly with more than 200 students
- Career counselling main themes: Self-knowledge/ self-construction (e.g. character strengths, interests, abilities, skills, values, personal style; growth mindset); self-expression; first impressions;

networking; career planning

- Training themes: Growth Mindset; Character Strengths; Career Authenticity; Stress Management; Time Management; The Hidden Job Market; How To Prepare For Interviews; Team Working; Effective Networking
- I am the co-author of the book „Consiliere și orientare în carieră – Program de intervenție pentru studenți”, issued by Editura Universitară in 2015, in which I co-wrote 3 chapters: Storytelling, Growth Mindset and Character Strengths Development.

Dec 2014–Present **Trainer (Mental Health Facilitation/ Career & School Counselling)**

explorerKid Association

- Mental Health Facilitation Trainer - in partnership with NBCC Romania
- Communication skills for teachers: How to relate to parents - in partnership with Romanian Institute of Educational Sciences (Institutul de Stiinte ale Educatiei)

Jul 2012–Present **Co-founder & President**

explorerKid Association

- Overall management of explorerKid Association

Jul 2012–Present **Copiii spun povesti - Programme Developer & Manager**

explorerKid Association

- Design and deliver Copiii spun povesti (www.copiiispunpovesti.ro) - 1st children non-formal educational programme which blends storytelling with growth mindset and character strengths development
- Develop & deliver training sessions for aprox. 90 Bucharest primary school teachers & counselors on implementing dual lessons in schools: storytelling & character strengths development, independently & in collaboration with Institutul de Științe ale Educației
- Deliver storytelling & career exploration courses for aprox. 400 children (K 2-4)
- Build programme website & social platform (on-going)
- Fundraising
- Advocate the use of storytelling in schools; active investigation of the relationship between storytelling, growth mindset and character strengths development

Nov 2011–Apr 2012 **Marketing & PR Director**

Green Revolution Association, Bucharest (Romania)

- Responsible with the Association re-branding process (Green Revolution, I'velo, Bicyclete cu cravata, Roaba de cultura): positioning, mission, vision & guiding principles, brand's visual identity
- Simplified & increased communication processes efficiency (internal/ external)
- Created the premises for a stronger, better prepared internal team
- Active idea generation – supported the Board in building and presenting some of its programmes to potential clients/ beneficiaries
- Looked into building reciprocal beneficial partnerships with other NGO's

Mar 2010–Jun 2011 **South East Europe KENT Brand Manager**

British American Tobacco, Bucharest (Romania)

BUSINESS:

- Enabled a common KENT brand strategy across Business Unit (BU) - Romania, Bulgaria, Serbia, Albania & Kosovo: built upon distinctive cultural/ economical backgrounds, consumer' patterns, brand evolution stages; leveraged end market's strengths at BU level
- Involved in the development & evaluation of regional and global brand activities

- Lobbied the interests/ specifics of end markets; efficiently collaborated with relevant stakeholders: end markets, BU & regional (Eastern/ Western Europe) & global (International Brand Group) structures, advertising agency
- Drove effective execution & evaluation of BU Brand Growth Programmes and end-market specific Brand Programmes against set objectives
- Developed, commissioned & acted upon Consumer Insights & Research Plan
- Coordinated brand support expenditure in the BU; ensure good resource allocation at BU level
- Identified brand & portfolio long-term opportunities and threats within the BU and acted upon them

PEOPLE:

- Successful people and teams development: coaching, training, development plans, performance evaluations and feedback. In time, all my team members were promoted.
- Directed involved in the development and establishment of South Eastern Europe human resources structures for the Marketing department
- Ensured solid talent pipeline within BU Brand Marketing (succession plans, retention schemes, assessment centers, interviewing)
- Involved in the design & delivery of the Marketing Management Trainee programme: interviewing & Assessment centers, coaching, training, performance evaluation & feedback, content development

Mar 2008–Feb 2010

Romania Kent Brand Manager

British American Tobacco, Bucharest (Romania)

During my assignment, Kent grew with more than 6 s.p. (to 30% S.O.M. - Nielsen, 2011) and successfully maintained its no 1 position in all relevant breakdowns; it was the biggest profit generator for the company and the brand with the largest budget allocated. KENT was No 1 FM CG non-food brand in Romania.

BUSINESS:

- Developed/ implemented strategies in product & packaging, brand copy, communication, distribution, merchandising, promotions in line with global guidelines and accordingly to market dynamics
- Represented Romania's end market interests to the Regional & Global Kent Brand Group
- Analysed and interpreted key information on brand performance; established realistic & stretching targets based on market dynamics and consumer knowledge
- Developed/ gained approval for the strategic & operational brand plans and support budgets
- Responsible with brand research/ insights plan (qualitative & quantitative consumer researches, product researches)
- Developed effective working relationships with Trade Marketing & Distribution, Strategic Planning and Information, Operations, Central International Brand Management (Romania -European Kent lead market); advertising agencies

PEOPLE:

- Successfully led a team of up to 9 people (Brand Executives, Management Trainees and Marketing Readiness, Horeca Brand Ambassadors); responsible with people development needs and plans (coaching, trainings, regular feedback sessions) & performance evaluation. In time, all my team members were promoted.
- Involved in the design & delivery of the Marketing Management Trainee programme: interviewing & Assessment centers, coaching, training, performance evaluation & feedback, content development
- Recruitment: Involved in Assessment centers and interviewing processes

Oct 2006–Feb 2008

Pall Mall, Lucky Strike & Viceroy Brand Manager

British American Tobacco, Bucharest (Romania)

May 2005–Sep 2006

Pall Mall & Lucky Strike Brand Executive

British American Tobacco, Bucharest (Romania)

Apr 2004–Jun 2005 **Marketing Management Trainee**
British American Tobacco, Bucharest (Romania)

Oct 2002–Apr 2004 **Economist**
SC Electromagnetica SA, Bucharest (Romania)

EDUCATION AND TRAINING

Oct 2012–Jun 2014 **Master's Degree - School Counseling & Career Development**
Faculty of Psychology and Educational Sciences, Bucharest (Romania)

Oct 2002–Apr 2004 **Master's Degree - Marketing & Business Communication**
Academy of Economic Studies, Bucharest (Romania)

Oct 1998–Jun 2002 **Bachelor's Degree - Commerce Tourism**
Academy of Economic Studies, Bucharest (Romania)

Sep 1993–Jun 1997 **High School Diploma - Mathematics and Physics**
Colegiul National Sfântul Sava

PERSONAL SKILLS

Mother tongue(s) Romanian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
Cambridge English: Advanced					
franceza	B2	B2	A2	A2	A2
German	A1	A1	A1	A1	A1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
[Common European Framework of Reference for Languages](http://www.cedefop.europa.eu/en/faq/35308)

Communication skills Counseling, coaching, training, mentoring, team development, public speaking, storytelling, active listening, feedback

Organisational / managerial skills Leadership, entrepreneurship, teamwork, time management, project management, events organizing

- Job-related skills
- Counseling & coaching & training skills
 - Communication skills – oral & written; influencing & persuasive skills; feedback
 - Projects & Program Initiator & Development & Management
 - Research skills
 - Strong creative judgment; analytical
 - Set up, develop, support strong performing teams

Digital competence

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Independent user	Independent user	Independent user

Digital competences - Self-assessment grid

- Good command of Microsoft Office tools (e.g. Word, Excel and PowerPoint™)
- Good usage knowledge of social media tools
- Basic knowledge of graphic design applications - PhotoShop

ADDITIONAL INFORMATION

Honours and awards

Career Counseling Grant - National Board Of Certified Counselors USA (NBCC)

Courses

Basic Psychometric Assessment Tools (2016, pemeserie)
 The Science of Everyday Thinking, University of Queensland, www.edx.org (2016)
 Introduction to Public Speaking, University of Washington, www.coursera.org (2015)
 Introduction to Social Psychology, Wesleyan University, www.coursera.org (2015)
 Entrepreneurship for Women (EPC&ESSEC&ADAF, June 2012)
 International Marketing Programme (London, 2 weeks, April 2010)
 SCQuARE Problem Defined: Solution sold, SCQuARE International Limited, 2010
 Prince2 Foundation Course & Examination, AMP Group, Oct 2008
 Change Management, January 2008, TMI
 Costs & budgets, October 2008, BPP Professional Education
 Leadership Induction Programme , April 2005, AIMS Training
 Communication Skills-Nov 2004 –BPP Professional Education
 Virtual Business University (Project initiated by David Ogilvy Communication & PR Faculty & National School Of Political & Administrative)
 Distribution Excellence Series –BAT Global
 Team Development Workshop –BAT Global
 Marketing Excellence Series-BAT Global

Certifications

Global Career Development Facilitator - NBCC International
 Mental Health Facilitator Trainer - NBCC International
 Certified ANC (ex. CNFPA) Trainer - Romanian Ministry of Labour
 Project Management - Prince2 Foundation - AMP Group

Publications

- Why Children should Learn to Tell Stories in Primary School? - Procedia - Social and Behavioral Sciences - May 2015
<http://www.sciencedirect.com/science/article/pii/S1877042815019035>
- Consiliere și orientare în carieră - Program de intervenție pentru studenți, Editura Universitară (Growth Mindset, Character strengths and Storytelling chapters) - Nov. 2015