



Ana Maria Cogean

(Gulpe)

Brand Manager | Associate Professor

📍 Braşov, Romania
✉ gulpe.anamaria@gmail.com

PROFILE

Brand manager with extensive marketing experience across different business models: Ceres Pharma (B2C), Dacia Plant (B2C) and Continental (B2B), with a strong track record in growing brands and driving product sales. Experienced across the full brand life cycle: identifying consumer insights, creating and implementing marketing strategies to achieve category share, profitability and brand equity targets.

WORK EXPERIENCE

Jan. 2025 – present

Brand Manager *Ceres Pharma · Full-time*

- I coordinate the local execution of the marketing strategy for global brands (Nosko, Belene, Scholl), ensuring alignment with global guidelines, and I grow strong local brands such as Biseptol through strategic planning, brand equity development and integrated ATL & BTL campaigns.
- **Brand strategy and planning:** I lead the annual brand plans aligned with sales and profit targets; I define short- and long-term brand strategy; I monitor pricing, distribution and sales performance.
 - **Brand equity and innovation:** I define brand positioning, visual identity and product architecture; I lead rebranding initiatives; I contribute to brand innovation together with the innovation team.
 - **Marketing communication:** I coordinate creative and media projects for integrated marketing and communication campaigns.
 - **Sales and commercial support:** I set pricing, portfolio architecture and channel strategy for the local market; I support global brand launches by aligning sales tools.

Oct. 2023 – present

Associate Professor *Transilvania University of Braşov · Part-time*

- I teach PR and digital communication, fostering critical thinking and problem-solving skills in the field of communication.
- **Teaching:** I deliver lectures on PR and digital communication topics, with an emphasis on case studies, for an in-depth understanding of industry practices.
 - **Curriculum development:** I design course content that encourages critical thinking through questions, scenarios and examples.
 - **Mentoring:** I supervise team projects, motivate students and provide ongoing feedback, ensuring tasks are completed successfully.

Jan. 2019 – Dec. 2024

Dacia Plant · Full-time (6 years) Brand Manager (Jan. 2022 – Dec. 2024)

- I developed strong brands through strategic planning, brand equity growth, effective ATL and BTL campaigns, and market research to identify product potential and consumer insights.
- I coordinated the annual brand plans to meet sales and profit targets; I managed a brand budget of EUR 500,000; I monitored pricing, distribution and sales velocity.
 - I established brand positioning, visual identity and product architecture; I contributed to brand innovation together with the innovation department.
 - I coordinated creative projects for integrated campaigns (digital, outdoor, events, TV, influencers, press).
 - I collaborated with the Sales department to define channel, pricing and distribution strategies; I conducted consumer, supplier and market research.

Junior Brand Manager (Jan. 2020 – Jan. 2022)

I implemented the company's marketing strategy and initiated brand development proposals: market research, identifying product potential, and coordinating campaigns and the graphic design team.

- I conducted market analyses (P&L, sales evolution, distribution, competition, market share, positioning, pricing, product formula).
- I generated brand strategies: new product launches, positioning, targeting new audiences, effective marketing campaigns.
- I implemented the communication campaigns: creative briefs, media planning, campaign monitoring and re-evaluation.

Marketing Assistant (Jan. 2019 – Jan. 2020)

I carried out copywriting and CRM activities and coordinated small-scale digital campaigns.

- I developed the social media editorial plan, website copy, articles, newsletters and trade materials (brochures, flyers, roll-up banners).
- I monitored consumer feedback on social media and by phone.
- I proposed and implemented low-budget digital campaigns (social media, Google Ads, YouTube, influencers).

Jan. 2018 – Jan. 2020

Entrepreneur / Business Owner

A&A Eleganza Srl · Braşov, Romania

I ran a small business, a clothing store, focused on growing sales and profit. I developed the business plan, managed the finances and ensured the store's supply, negotiating directly with suppliers.

Jan. 2016 – Jan. 2017

Communication and Marketing Assistant

Continental · Full-time · Braşov, Romania

I supported the communication department in implementing B2B communication strategies.

- **Corporate events:** I helped organize events (openings, client visits, holiday parties).
- **CSR projects:** I helped organize corporate social responsibility projects (fundraising for local schools, clothing donations for orphanages).

EDUCATION AND TRAINING

Oct. 2022 – present

PhD studies (in progress) Faculty of Journalism and Communication Studies

University of Bucharest

Research area: digital place branding.

Oct. 2016 – Jun. 2018

Master's degree, Image Campaign Management

Transilvania University of Braşov · Faculty of Sociology and Communication

Dissertation topic: digital branding.

Oct. 2013 – Jun. 2016

Bachelor's degree, Communication and Public Relations

Transilvania University of Braşov · Faculty of Sociology and Communication

Thesis topic: digital branding.

★ PERSONAL SKILLS

Mother tongue

Romanian

 Other language(s)

Language	Listening	Reading	Spoken interaction	Spoken production	Writing
English	C2	C2	C2	C2	C2

Certificate: IELTS (C2 level).

Communication skills

Strong communication and presentation skills developed through university teaching, coordinating marketing teams and collaborating with creative and media agencies.

**Organisational /
managerial skills**

Project management and coordination of multidisciplinary teams (brand teams, teaching teams, external agencies); brand budget management; strategic planning.

Job-related skills

Project management · Global brand development · Marketing strategy · Brand management · Organizational skills · Higher education teaching · Strategic planning · Social media marketing · Customer relationship management (CRM) · Business strategy.

Digital skills

Advanced use of digital marketing tools (social media marketing, Google Ads, CRM) and the Microsoft Office suite.

 Driving licence

Category B