

HELLO, my name is

MARIO VASILESCU

- and my strengths are a unique combination of -

BUSINESS

ENGINEERING

DESIGN

- because I am best described as -

a communicator, leader,
and deal-maker

systematic and
process-oriented

a creative thinker and
artistically inclined



"I have a way with people - spotting talent, fostering teamwork, motivating, and jump-starting collaboration."



"My undergrad Engineering major has taught me an analytical and organized approach to problem-solving."



"I practice graphic design, photography, creative writing, and am a music aficionado. I am overflowing with ideas."

- 5 recent experiences that highlight these traits -

1

My last internship was with Renault in Romania. Worked in a trilingual environment without being fluently trilingual. Developed a project plan lauded by all levels of management. Created comprehensive Perceived Quality documentation. Networked with Bucharest's young professionals, resulting in a startup venture.

2

That start-up is Rewordly, a content-driven online branding and business platform. I orchestrated team formation and am managing the business development and outreach of the product, including business plan and pitch decks. I also conceived and designed the UI, chosen name and tagline, and am working on back-end logical architecture.

3

Last March, my partner and I won 1st place at Focus 2040, a National business competition for predicting the corporate breakthrough of 2040. Our concept would create an entrepreneurial workforce within the corporate ecosystem and optimize the science behind the management of human capital. The Director of Sales at Ford Canada lauded the branding and interface, which I designed. Persistent Executive interest.

4

Last April, I won 1st place in the Social Media Category of Deloitte's iQuest Challenge. I designed and presented a platform that allowed for deployment of crowd-sourced product development campaigns. It was selected from among 72 other ideas.

5

Within my first 3 months at BPI group, I have aggressively developed and promoted projects influencing corporate digital strategy based on perceived needs. I have gone from Institute 'intern' to an integrated, go-to member of the International Business Unit.

NEXT PAGE: EDUCATION-PROFESSIONAL-CHARACTER PROFILE >>>>>

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MARIO VASILESCU

BUSINESS

ENGINEERING

DESIGN

- E D U C A T I O N -

University of Ontario Institute of Technology, B. Eng & Mgt, Hons, '12		Self-Taught
Highlight courses: Marketing I & II, Finance I & II, Managerial Accounting, Org. Behaviour, Supply Chain Management, Project Management. (10 total)	Highlight courses: Concurrent Engineering, Programming for Engineers, Impact of Science and Technology on Society, Technical Communications. (39 total)	Graphic Design, Photography, Illustration, and Creative Writing - sample portfolio at www.mvas.ca
Software: MS Suite (PowerPoint, Excel, Word, Project, Visio)	Software: NX CAD, MatLab, VisualStudio, CodeWarrior.	Software: Adobe CS (Illustrator, Photoshop, Lightroom, InDesign), Apple Keynote, Adobe Premier.
GPA: 3.39, President's List x3, Dean's List x3, VP of Engineers Without Borders @UOIT '07-12, OEC UOIT Debate Team '09, McMaster Focus 2040 1st Place '12, CUTC Deloitte iQuest Challenge 1st Place '12		9+ years experience.

- P R O F E S S I O N A L -

Intern, BPI Group - Paris Institute for Leadership, '13 Digital Strategy, Business Development, Design out of BPI's global Management think tank. Consulting for International Business Unit, Marketing, and gamification-based initiatives.	Perceived Quality Intern, Renault Technologie Roumanie, '11 Perceived Quality analysis of competitor vehicles and design of internal benchmarking process. Also produced review of Perceived Quality for internal dissemination; Attended cross-functional meetings reviewing new vehicle models.	Design of Department-wide event posters, all approved by Communications Department; final Perceived Quality findings organized in terms of specific visual instances for efficient review.
Co-Founder, Rewordly web-based start-up, '12 Project Management; Business development of product concept: business plan, MVP identification, user engagement strategy, pitch slides.	Logical architecture; Platform wire-framing and user experience design; User retention strategy via development of closed system click-through loops.	Digital Media Consultant & Designer, UFCW Canada, '10 Campaign design and marketing strategy, including guerilla/viral efforts; developed campaign social media strategy.
Online Advertising Account Rep, MXS Media Solutions LTD, '08 Pitched media packages to corporations' advertising agencies.	Engineering/Design Intern, Sigma Corporation, '09 Researched, ordered, and set-up and wired heating verification testing system.	Produced all-new catalogues for 3 product lines, communicating tech specs in more attractive format.

- C H A R A C T E R -

People skills: great at reading people/spotting talent, and fostering mutual understanding.	Systematic Problem Solving: refined analytical thinking, thorough solutions.	Radical Ideas: able to provide unique solutions and infuse originality.
Leadership: excellent at guiding groups and cutting through noise to move them forward.	Highly Adaptive: capable of adapting to a wide variety of advanced topics and challenges.	Effective communication: affinity for powerful, simple messages in clear, attractive visual terms.

This summary represents my primary areas of training and expertise: systematic solutions via engineering, focused selling points via business, and effective communication via design. I want to apply this unique combination of skills in an ambitious environment where I can collaborate and innovate.