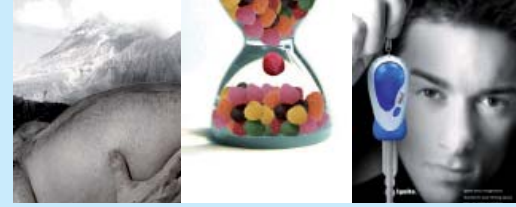


CURRICULUM VITAE

Elsa ORTEGA-SALABI

Account manager, international business



birthdate: October 21, 1971

civil status: married

address: 19 rue des blés d'or 78180

contact: 06 67 42 57 36

e-mail: elsa_s_ortega@yahoo.com

It's been an exciting career path...

First, I was a dentist. Then, I got recruited into advertising and I never left since. For 7 years, I worked on collaborative international accounts, both mainstream and medical, for Foote, Cone and Belding Worldwide (now DRAFT-FCB). In all those years, I was in the creative department. From copywriter, I became creative group head.

When I moved to France, I resumed my career as a creative head. In my new environment, I discovered opportunities to focus on pharmaceutical communications. I also decided to shift to accounts management.

As an account manager, I have found a new role as an innovator. My medical background is harnessed to its maximum potential, and my creative experience makes the role of analyzing, strategizing and making recommendations more comprehensive and insightful. And to complete this unique combination, I add my IT capabilities to propose better ways of managing projects, both with clients and also with the medical writers and also with creatives.

The result: a new concept in account management

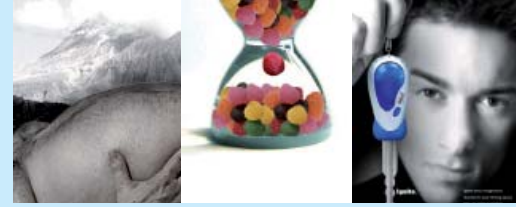
Along with my experience and unique combination of medical, creative and commercial skills, my proprietary tools push account management to a high level of efficiency tha clients won't find anywhere else.

To see my concept and tools in action, you can contact me for a demo.

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Educational Background

1994, doctor of dental medicine, University of the Philippines

1995, postgraduate training in hospital dentistry, Philippine General Hospital

Communication Skills

English - mother language

French - second language

Project consultancy, 1998-1999

Johnson&Johnson - oral hygiene campaign for Reach toothbrush

SmithKline & Beecham - product concept

Novartis Nutritionals - health educational campaign for Ovaltine Smart

International advertising and marketing experience, 2000 - 2006

Copywriting, group management and client servicing at Foote, Cone and Belding Worldwide (FCB)

Clients:

SC Johnson international brands - Glade, Pledge, Ziploc, Mr. Muscle, Raid, Baygon, Off!

Samsung Electronics

Chrysler

Nabisco

Mead Johnson - for Tempra

Bristol Myers - for Squibb Vitamin E

The New Zealand Dairy Board - for the Anchor milk brands and the anti-osteoporosis campaign

Sabbatical year, 2007

Research project on the Betty Edward drawing method applied to neurology for Alzheimer's
2008

Website projects: Specialists' Digest, AliensInParis.com, ToutesLesPromotions.com

European career

Last quarter of 2008 - International creative director, EuroRSCG working on projects for:

Sanofi-Aventis - diabetes care and cardiology

Bayer - men's health care

Pfizer - HIV care

Last quarter of 2009 until the present - Account Manager for international business, Grey Healthcare Group

Clients: Sanofi-Pasteur-MSD - for a vaccine brand

BMS-Sanofi Aventis - for a cardiology brand

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Computer Graphic Skills

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Flash, Dreamweaver

Special Talents

Illustration, Painting

Musical Composition

Web Design

Strengths

Strategic thinking, analysis and synthesis

High degree of adaptability

Capacity for multi-tasking

Unique combination of creativity, marketing insights and knowledge of new technologies

Capacity for autonomy as well as teamwork

Maturity developed through years of on-the-job experience for various types of clients

Excellent human relations