ELIOT POPA

SUPPORTIVE LEADER

BRAND STRATEGIST

OUT-OF-THE-BOX VISION

AWARDS
2022 **Brainz 500 Global Awards**
2023 **Business Elite Awards**

EDUCATION
2008-2011 **Bachelor's in International Business,** Hyperion University, Bucharest, Romania
2004-2008 **Certificate Technician in Tourism,** National College of Economics, Craiova, Romania

LANGUAGES
Romanian (native)
English (fluent)
German (learning)
French (basic)
Italian (basic)
Dutch (basic)

CONTACT
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EXPERIENCE
2016-2025 **Founder & Creative Director**
Undercolor BV, Amsterdam & Hiphers SRL, Bucharest
• Create UNDERCOLOR event showcase, holographic production touring around Europe
• Shifted company main activity into leather business
• Market analysis, identify industry's challenges, studies to find solution, sourcing for production, co-operate with the factory for product development, prototype testing, teasing the market, create the brand, marketing strategy, business plan, connect with investors, press releases and distribution to international media outlets

2011-2016 **Event Producer**
Xteria Management SRL, Bucharest
• Produced dozens of large size events in Bucharest with international headline artists
• Created immersive brand experiences through concept, visuals, and staging
• Secured media partnerships with national TV and radio through barter deals
• Interviews live and recorded for national TV, radio, print and online media channels
• Directed creative teams handling design, promotion, and campaign strategy
• Negociate long term partnerships with global brands and local authorities