

SENIOR COMMUNICATIONS STRATEGIST / SOCIOLOGIST

WORK HISTORY		SUMMARY
2019	BRD GROUPE SOCIETE GENERALE Communication Business Partner Chef Projet Communication Digitale SIBIU University Asist. Professor in Communication and Sociology	<p>Communications and PR professional with international experience in content writing and production, media, Communication and Media Relations Training, within the public and private sectors. An effective negotiator and communicator, advanced user of foreign languages, with great people skills along with strong leadership abilities, problem solving and decision-making skills. Successfully managed advertising accounts in spirits/pharma/education/NGO/energy, managed communication, branding, PR, CSR, public affairs projects. Good command of media and communications channels, excellent insight into media behaviour, budget oriented, mixing strategies and digital channels effectively. Working experience in Eastern Europe, fluent in English and Russian, excellent command of French and average knowledge of Bulgarian. Organized and relationship builder, consultative and open to new ideas and working environments.</p>
2016 2018	ALEXANDRION GROUP / ALEXANDRION FOUNDATION Communications & Public Affairs Director	
2015 2016	OMA VISION Account Manager / Consultant	
2014 2019	UNIVERSITY OF BUCHAREST Associate Professor Sociology, Journalism, Letters & Communication SNSPA – teaching post-grad school of Medical Communication	
2014 2015	RFI Senior News & Programme Editor / Anchor	
2004 - 2008	REALITATEA TV B1TV	
2011 - 2014	News Anchor / Intl. Producer International Correspondent	
2009 2010	PUBLIKA TV Media Trainer / Recruiter / Project Manager	
2009 2010	ROMANIAN OFFICE FOR ADOPTIONS Chief of Staff	
2008 2009	AGAMA PR Account Manager, Project Manager	
2002 2006	ENTREPRISE BUSINESS SOLUTIONS 2000, UK ICON INSTITUTE KOLN, GERMANY B&S Europe Brussels – project funded by PHARE International Senior Communications & Training Expert	
2003 2004	ARCTIC SA Public Relations Specialist / Marketing Dept.	
1997 2003	PRO TV Foreign News Editor	
1995 1997	RRI Radio Romania International News Editor / Anchor – Russian Dept.	
		CORE COMPETENCIES
		<ul style="list-style-type: none"> • Communication strategy • Media relations & PR • Project Management • Events • CSR strategy & project implementation • Team leader • Digital projects • Content writing • Professional training – media & public speaking • Compliance expert & trainer (pharma) • Proven leadership skills • Entrepreneurship

PROFESSIONAL ACCOMPLISHMENTS

EDUCATION

PhD in Sociology, University of Bucharest, Health Studies, Narrative Medicine
(Thesis presentation December 2019)
BBC School of Journalism, Bucharest, Romania

MA, University of Bucharest, Russian Studies

BA, University of Bucharest, Faculty of Foreign Languages and Literatures

Pushkin Institute of Russian Culture and Civilisation, Moscow, Russian Federation

- **Corporate communication**
 - design and implement corporate communication strategy, at national and international level for market leader spirits producer
 - manage creative, digital and print agencies, implement rebranding project for major corporate group
 - consult the international global team in globalization strategy, US and European expansion
 - management of governmental relations with relevant industry stakeholders (Ministry of Business environment), Select USA business program)
 - manage the press relations and implementing the communication strategy to media stakeholders (financial press, news agencies, senior journalists and editors at national level) and Foundation budget
 - manage stakeholder relationship
- **CSR/Foundation**
 - Design and manage the budget for all Foundation events & sponsorship activities
 - Coordinate rebranding project
 - Relationship management with all stakeholders involved in Gala Activities
 - Organizing the first international Gala – Constantin Brancoveanu in London, UK, Nov. 2017
- **Marketing communication**
 - Design & implement the project of the first Single Malt organization in Romania – Single Malt Society www.singlemaltsociety.ro (nation-wide launch events, media coverage, marketing, digital communication and PR on single malt category)
 - Collaborate on brands (Zolmyr, SABER Elyzia, Alexandrion, single malts whiskeys) event implementation, coordinating the events team in bartending and social events
 - Organising tasting events and sponsorship for Alexandrion business and CSR partners – at British Ambassador’s residence, at Belgian Ambassador’s residence, sponsorship at National Day of Slovenia, sponsorship at QBP’s receptions in Romania, Burns Night Celebrations in Romania, Greek Embassy events, US Embassy events, etc)
- **ATL, BTL, media & training activities**
 - Developing and implementing PR strategies for white-goods company in Romania
 - Developing and implementing a public promotion strategy for the National Institute for Magistrates as Public Promotion Officer with PHARE project
 - Delivering media training for the PR officers of the General Directorates for Child Protection (DGASPC) from Romanian counties, media workshop, media articles on Child Protection Issues
 - Successfully produced over 20 important international news, managed media events budgets, booking broadcast services, successfully managed International News Department at 24/7 first news channel
 - Organized the inception phase for a 24/7 news station in Republic of Moldova – recruiting, bilingual training and management of team members, reporters, editors, producers