



IRINA COJOC

Communication Architect

I'm a strategic Communication Architect with a passion/desire/vision to design and implement effective communication strategies that drive organizational success. I am proficient at combining technical expertise with creative problem-solving to create engaging and impactful communication solutions and I am looking for new opportunities to leverage my skills and experience to contribute to a dynamic team and organization.

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📍 Bucharest, Romania

EDUCATION

Phd Student

I am currently doing PhD in
Journalism & Mass Communication.

Bachelor of Communication

University of Bucharest
2010- 2012

Bachelor of Sociology

University of Bucharest
2007 - 2010

EXPERTISE

Market research

Branding

Internal & External Comms

PR & MARKETING

LANGUAGES

English

French

Nov 2023

MSL The Practice

Corporate PR Manager

- Communication planning, content creation, proposals for articles, business events and other partnerships or projects for the agency's clients.
- Planning & implementing PR & communication strategies and campaigns, coordinate all activities and related tasks, research, and draft guidelines.
- Leverage existing media relationships and cultivate new contacts within business and industry media.
- Proactively generate ways to advance the portfolio brands in relevant publications and digital media, identify speaking opportunities, conference participation and other channels.

April 2022- Oct 2023

GRAFFITI PLUS

Corporate Communications Consultant

As a Corporate Communication Consultant, my role involves providing expert advice and guidance to businesses on their communication strategies. My primary focus would be on helping them effectively convey their messages, enhance their brand reputation, and engage with various stakeholders. Some other roles include: media relations, social media, crisis communication and event planning.

2020 - 2022

REVEAL MARKETING RESEARCH

PR & Communication Coordinator

- Planning, developing and implementing PR and communication strategies.
- Managing enquiries from media, individuals and other organisations and also, social media channels: Facebook / Facebook Ads, Instagram, Google / Google Ads / Google Analytics, Youtube, LinkedIn.
- Writing content such as articles, news and press releases, email, blog and social media posts, and other updates on behalf of the organization.

Reference

Marius Luican

Reveal Marketing Research
/ GENERAL MANAGER

marius.luican@reveal.ro

Claudiu Petre

Smart Volt
/ MANAGING DIRECTOR

claudiu.petre@smartvolt.ro



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OTHERS

Wordpress

Mailchimp

Canva

Google Analytics

SCIENTIFIC ACTIVITY

Gyms and Social Interaction | Lumen Publishing (2020)

Fitness Clubs Revolution and Social Interaction (2019)

SEXUALIZATION OF ROMANIAN MEDIA (2010)

Experience

2017 - 2020

SMART VOLT

Marketing Specialist

My experience as a Marketing Specialist involved strategizing, executing, and optimizing diverse marketing initiatives to elevate brand visibility, engage audiences, and drive business growth: SEO, managing digital channels, analyzing performance, market research, etc.

2016 - 2017

LEADER IMPACT

PR Specialist

- Build and maintain relationships with key stakeholders such as leader, managers, directors, clients, employees, and the general public.
- Engage with stakeholders through various channels, including newsletters, social media, and events.
- Identifying and developing relationships with current and potential partners. Promoting company's events (meetings, coaching programs, etc.).

2012 - 2016

IPSOS RESEARCH

Field Supervisor

Ensuring the successful execution of market research projects by overseeing the practical aspects of data collection, maintaining quality standards, and facilitating effective communication between different parties involved in the research process:

Coordinate the recruitment of participants for focus groups, surveys, interviews, or other research activities; train and brief field staff, interviewers, or data collectors on research protocols, survey instruments, and project-specific requirements; Serve as a point of contact between field staff, researchers, and clients to ensure clear communication and understanding of project goal, etc.