

Anca SANDU

Digital specialist with 5+ years of experience in telco, and 10+ years of experience in digital. PhD candidate in Political Science.

Skilled in developing, managing & maintaining self-care digital products, digital marketing, stakeholder management, and business analysis.

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[/ancasandu](https://www.linkedin.com/in/ancasandu)

Bucharest, Romania

SKILLS AND PROFICIENCIES

- Oracle ATG Business Control Center
- Jira & Confluence
- MoEngage
- Microsoft Office/365 Suite
- Stakeholder management
- Problem solving
- Writing and editing
- Critical thinking
- Teamwork, multitasking, and attention to detail

LANGUAGES

- Romanian (Native)
- English (C2 Certificate)
- Spanish (B2 Certificate)
- French (B1 Level)
- Greek (A2 Level)
- German (A1 Certificate)

WORK EXPERIENCE

eCare Product Owner (MyAccount Web)

Telekom Romania Mobile Communications S.A. | Feb 2023 - present

Leading & managing MyAccount Web development (mapping product roadmaps, prioritizing features, ensuring on-time, on-spec delivery).

Product features & business requirements for mobile postpaid B2C, B2B & prepaid customers. Driving MyAccount Web NPS increase.

eCare Online/Digital Specialist

Orange Romania Communications S.A. | Mar 2022 - Jan 2023

Telekom Romania Communications S.A. | Nov 2017 - Mar 2022

Coordination for new eCare features development & delivery between the eCare team, stakeholders, and developers (concept design, process map, business requirements, end-to-end flows design, user cases & testing plans, business testing), for fixed & mobile, prepaid & postpaid, B2C & B2B customers.

Defining business problems via in-depth investigation of existing processes & collaboration with other departments. Proposing new eCare features based on user feedback & business needs and objectives.

Acting as subject matter expert on eCare business and IT processes.

Incident management & solving together with IT and Developer teams.

Participating to the MyAccount Telekom RO mobile app go-to-market and launch (redefining support business flows, MoEngage campaigns implementation & traffic thresholds refinement, OneApp CMS configurations, defining reports, internal comms & training).

Increasing the eBill & MyAccount adoption rates.

Automation of existing eCare business processes by means of RPA robots (business requirements, acceptance criteria, testing).

eCare Segregation of Telekom Romania Group (UAT testing, sanity checks).

Rebranding for eCare area (assets inventory, coordinating the implementation, testing phases, sanity checks).

p-MPS Handover Implementation Team Specialist

HP Inc. Romania | Dec 2016 - Nov 2017

Single Point of Contact for HP Partners from DACH, CEMA, UK for obtaining correct information used for contract implementation.

Maintaining daily communication with the Partners, Sales Team, Sales Support Team, Business Delivery Manager.

Providing input to business process improvements by suggestions made to the Process Owners.

p-MPS EMEA Contract Administrator

HP Inc. Romania | Mar 2015 - Feb 2016

Checking and validating the documents provided by HP Partners with the scope of aligning them to internal auditing and compliance policies within the established turn-around time.

Continuous management of contract-level changes.

Digital Account Executive

Kinecto Isobar | Dec 2013 - Jan 2015

Coordinating Strategy, Creative and Web Development teams for conceiving and implementing projects for AVON (+100 newsletters editions managed), Vodafone (2014 Mobile App development), Jägermeister, LG, Bancpost.

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SIDE PROJECTS

- Contributor - [Contributors.ro](#) (2021)
- Expert reviewer in political science issues - Nemira (2021)

VOLUNTEERING

- Online Comms Executive - Brain Fitness NGO (2012 - 2020)

INTERESTS & HOBBIES

- Reading non-fiction
- Travelling
- Photography
- Interested in political science, history, and international affairs

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WORK EXPERIENCE

Intern // Social Media Account Executive
Teaser Media | Apr 2013 - Nov 2013

Developing and coordinating the Social Media presence for agency customers, in accordance with their business objectives.

EDUCATION

PhD in Political Science | Faculty of Political Science
University of Bucharest | 2019 - present

PhD Thesis: "Toward Digital Democracy. Explorations in Romanian Politics and the Internet"

Teaching Assistant at the *Political Science in English* section (seminars in *Political Sociology*, *Research Methods in Political Science*, *Applied Research Methods in Political Science* courses).
Editorial Assistant @ *Studia Politica. Romanian Political Science Review* journal.
Peer reviews for *Studia Politica. Romanian Political Science Review*; *Intersections. East European Journal of Society and Politics*.

Publications:

Sandu, Maria Anca. 2024. "Memos As Satire in Romanian Political Culture". *Intersections. East European Journal of Society and Politics* 10 (1). <https://doi.org/10.17356/ieejsp.v10i1.1131>.
Sandu, Maria Anca. 2020. "Digital Citizenship and Political Engagement. The Challenge from Online Campaigning and Advocacy Organizations." *Studia Politica. Romanian Political Science Review* 20 (2): 325-329. <https://journals.unibuc.ro/index.php/sprps/article/view/3616>.

Master Degree in Comparative Politics | Faculty of Political Science
University of Bucharest | 2015 - 2017

MA Dissertation: "Fear, Rage, and the Rise of Populism"

BA/BSc/BEng in Political Science in English Language | Faculty of Political Science
University of Bucharest | 2012 - 2015

BA Thesis: "Israel and the Politics of Fear"

Baccalaureate Degree
National Bilingual College "George Coșbuc" | 2008 - 2012

CERTIFICATIONS AND COMPETENCIES

Driver License - B Category | 2012
ECDL Complet | 2012
Cambridge Certificate of Proficiency in English - CPE C2 | 2011
Goethe Zertifikat/Fit in Deutsch A1 | 2011
Diploma de Español como Lengua Extranjera - DELE B2 | 2010
PADI - Open Water Diver | 2013