



Victor-Emanuel Ciuciuc

Gender: Male ✉ Email: victor-emanuel.ciuciuc@lils.unibuc.ro

WORK EXPERIENCE

🏢 **University of Bucharest - Faculty of Foreign Languages and Literatures** – Bucharest, Romania

City: Bucharest | Country: Romania

University lecturer

[2025 – Current]

Lecture activities for the following courses:

- Specialized Languages - Economic Module - M.A., 1st year of studies, Culture and Language of European Organizations (CLOE);
- Translation Portfolios - Economic Module - M.A., 2nd year of studies, Hispanic Studies (MSH);
- Workshop on Spanish Expression and Mediation - B.A., 3rd year of studies, Applied Modern Languages;
- Didactics of the Spanish Language - B.A., 3rd year of studies, all undergraduate specialisations with Spanish as minor;
- Spanish Pragmatics - B.A., 3rd year of studies, Philology.

Seminar activities for the following courses:

- Spanish Language - Practical Course (Grammar & Communication) - all years of studies, all undergraduate specialisations with Spanish as major/minor;
- Spanish Language - Economic Module - B.A., 3rd year of studies, Applied Modern Languages;
- Spanish Lexicology - B.A., 3rd year of studies, Philology / Translation and Interpreting;
- Spanish Pragmatics - B.A., 3rd year of studies, Philology.

🏢 **University of Bucharest - Faculty of Foreign Languages and Literatures** – Bucharest, Romania

City: Bucharest | Country: Romania

University teaching assistant

[2019 – 2025]

Seminar activities for the following courses:

- Spanish Language - practical course (Grammar & Communication) - all years of studies, all specialisations in the B.As with Spanish major/minor;
- Spanish Language - specialised language course (Economic module) - B.A., 3rd year of studies, Applied Modern Languages;
- Spanish Phonetics - B.A., 1st year of studies, Translation and Interpreting;
- Spanish Lexicology - B.A., 3rd year of studies, Translation and Interpreting;
- Spanish Pragmatics - B.A., 3rd year of studies, Philology.

🏢 **University of Bucharest - Faculty of Letters** – Bucharest, Romania

City: Bucharest | Country: Romania

University teaching assistant

[2023 – 2025]

Seminar activities for the following courses:

- Romanian Language: Written and Oral Text Comprehension A1-A2/B1-B2 - preparatory course in Romanian for foreign students;
- Romanian Language: Oral and Written Communication A1-A2/B1-B2 - preparatory course in Romanian for foreign students;
- Romanian Language: Writing and Composition A1-A2/B1-B2 - preparatory course in Romanian language for foreign students;
- Romanian Language: Specialised Languages: Engineering Sciences, Mathematics, Economics - preparatory course in Romanian language for foreign students.

 **National University of Political Studies and Public Administration (SNSPA)** – Bucharest, Romania

City: Bucharest | Country: Romania

University teaching assistant

[10/2019 – 09/2025]

Seminar activities for the following courses:

- Management. Fundamentals - BEc, 1st year of studies;
- Marketing. Principles and theories - BEc, 1st year of studies;
- Introduction to economics. Management and Marketing - BEc, 1st year of studies;
- Marketing - MA, 1st year of studies;
- Brand positioning strategies and techniques - MA, 1st year of studies.

 **Technical University of Civil Engineering Bucharest (UTCB)** – Bucharest, Romania

City: Bucharest | Country: Romania

University teaching assistant

[2020 – 2022]

Seminar activities for the following courses:

- Spanish Language for Engineers - B.Eng., first 2 years of studies, all faculties;
- English language for engineers - B.Eng., first 2 years of studies, all faculties;
- Romanian Language: Reception of written and oral texts A1-A2/B1-B2 - Preparatory Year for Foreign Students;
- Romanian Language: Oral and written communication A1-A2/B1-B2 - Preparatory Year for Foreign Students;
- Romanian Language: Writing and composition A1-A2/B1-B2 - Preparatory Year for Foreign Students;
- Romanian language: Specialised languages: engineering sciences, mathematics, economics - Preparatory Year for Foreign Students.

 **National University of Political Studies and Public Administration (SNSPA)** – Bucharest, Romania

City: Bucharest | Country: Romania

University research assistant

[2020 – 2020]

Member of the project team *Academic Connect: Partnership and international visibility for the promotion of teaching and research excellence of SNSPA* (code CNFIS-FDI-2020-0577).

Main responsibilities:

- Supporting the internationalization of SNSPA's academic community (by participating in the organization of the Online SNSPA Interantional Week 2020);

- Encouraging the development of international partnerships (by collaborating online with specialists from the EU to establish a database of SNSPA strategic partners);
- Strengthening SNSPA's international research platform (by producing a study in the volume Management and leadership in an interconnected world).

 **National University of Political Studies and Public Administration (SNSPA)** – Bucharest, Romania

City: Bucharest | Country: Romania

University research assistant

[2021 – 2021]

Member of the project team *Academic Advance: developing SNSPA's interdisciplinary research capacity of excellence in the field of Management* (code CNFIS-FDI-2021-0321).

Main responsibilities:

- assisting the project management in defining the structure and development of the computer platform for the popularization of doctoral research progress;
- writing texts and posts them on the computer platform for the popularization of doctoral research progress;
- checking and correcting any English texts posted on the computer platform for the popularization of doctoral research progress;
- producing at least 2 videocasts for the computer platform for the popularization of doctoral research progress (text, recording, audio-video processing, online publication, etc.).);
- writing a minimum of three written materials of 6500 - 8000 signs, in Romanian, popularizing research for the computer platform for popularizing the progress of doctoral students' research;
- writing a chapter for the scientific volume with contributions of SNSPA doctoral students in the field of management proposed in the project.

 **National Council of Small and Medium-Sized Private Enterprises in Romania** – Bucharest, Romania

City: Bucharest | Country: Romania

Trainer

[03/2022 – 05/2022]

Trainer in the *Kickstart Student* project, POCU/829/6/13/141279.

Main activity: providing training on economic basics, targeting the field of entrepreneurship and business for all the students enrolled in the project.

In the end, the students who managed to pass all the tests and to present to the board a feasible and reliable business plan received up to 60.000 € grant from the EU, to start their business.

 **Ágora Vertical Communities, S.L.** – Madrid, Spain

City: Madrid | Country: Spain

Digital Marketer

[05/2018 – 10/2020]

Main responsibilities:

- Creating digital marketing strategies, analysing our clients' businesses online presence, increasing brand awareness and sales. Measuring results and acting upon their optimisation.
- Social media marketing (Facebook, Instagram) & SEO/SEM campaigns, enhanced social media presence, growth, content creation and management.
- Utilising multiple tools and analytics in order to support customers in the accomplishment of their goals.

 **ING Bank** – Bucharest, Romania

City: Bucharest | Country: Romania

Junior Corporate Communications Officer - internship

[12/2017 – 04/2018]

Main responsibilities:

- managing and implementing the Bank's internal & external communication agenda;
- organising corporate events (premium banking, B2B and staff gatherings).

 **OMV Petrom** – Bucharest, Romania

City: Bucharest | Country: Romania

Marketing Executive - internship

[06/2017 – 08/2017]

Main responsibilities:

- I was responsible for the design, creation and implementation of regular promotions and campaigns, both local and national, and track their success, while permanently cooperating with other company's involved departments.
- Helping increase brand awareness, relevant differentiation, value, accessibility and emotional connection.
- Establish closed-loop analytics with sales to understand how our inbound marketing activity turns into customers, and continually refine our process to better fit our customers' needs.
- Helping in bringing new ideas for design and content creation to the team, using my background, while learning and gaining more know-how.

What I've learnt:

- Coordinating a cross-departmental project, from a given brief to a concrete campaign.
- Retail & customer journey in retail fuels, particularized on OMV's specifics (Viva Café, Viva Shop, etc.).
- Create product content (e.g. case studies, business cases) to articulate the benefits of the department's campaigns.
- Monitor, measure and manage brand equity/strength and how it evolves when it comes to the company's two available brands.

Achievements: The 2 local campaigns that started on the 15th of September of the same year.

 **Genpact** – Bucharest, Romania

City: Bucharest | Country: Romania

Process Associate with English and Spanish

[04/2015 – 12/2015]

Main responsibilities:

- Management of daily processes (VSAT offline reports, file transmission exceptions, investigation of stores not reporting sales for 3 or more days, SAP etc.) that serve to maximize availability of the technical systems used by the client's stores.
- Special project work as assigned by manager (team's schedule, helping the manager both in the employment and dismissing activities, other team management tasks, training organization, linking with Heineken Spain's employees and trainers in order to help us with the process's transition, "on the job" trainings, etc.)

 **ING Bank** – Bucharest, Romania

City: Bucharest | Country: Romania

Junior Consultant

[06/2014 – 05/2015]

Main responsibilities:

- Prospecting the market and identifying potential clients.
- Organizing presentations for clients in order to promote the bank's products.
- Taking part in the deployment of certain marketing strategies.
- Maintaining and managing the branch's relations with clients and foreign partners.
- Advising clients on services offered in the retail system, particularly in the SME sector.

What I've learnt:

- Retail banking basics.
- Familiarizing with the banking environment (products and how these are designed, customer approach, market sectors, client targeting, loyalty, means of attracting new clients).
- SME sector products and needs.
- How to create and design a presentation of your portfolio in order to fulfill your customer's needs, especially if dealing with the SMEs.

Achievements:

- New clients brought in the bank's portfolio.
- Approachability towards our clients.
- A good understanding of the banking environment, which triggered my curiosity of knowing more.

 **University of Bucharest - Faculty of Letters** – Bucharest, Romania

City: Bucharest | Country: Romania

University teaching assistant

[2023 – 2025]

- Romanian Language: Reception of written and oral texts A1-A2/B1-B2 - Preparatory Year for Foreign Students;
- Romanian Language: Oral and written communication A1-A2/B1-B2 - Preparatory Year for Foreign Students;
- Romanian Language: Writing and composition A1-A2/B1-B2 - Preparatory Year for Foreign Students;
- Romanian language: Specialised languages: engineering sciences, mathematics, economics - Preparatory Year for Foreign Students.

EDUCATION AND TRAINING

PhD in Hispanic Studies. Language, Literature, History and Thought.

Autónoma University of Madrid - Doctoral School of UAM, Center for Graduate Studies [09/2022 – Current]

Address: Francisco Tomás y Valiente Street, no. 2 University Campus of Cantoblanco, 28049 Madrid (Spain) |

Website: [https://www.uam.es/EscuelaDoctorado/\(en_GB\)-Programa-Doctorado_Estudios_Hispanicos/1446833587301.htm?language=es_ES&nDept=1&pid=1446830844235&pidDept=1429099817036](https://www.uam.es/EscuelaDoctorado/(en_GB)-Programa-Doctorado_Estudios_Hispanicos/1446833587301.htm?language=es_ES&nDept=1&pid=1446830844235&pidDept=1429099817036)

PhD in Management

National University of Political Studies and Public Administration - Multidisciplinary PhD School [2024]

Address: Expoziției Ave., no. 30A, 012244 Bucharest (Romania) | Website: <http://doctorat.snsppa.ro> | Field(s) of study: Economic Sciences | Final grade: Summa cum laude / Excellent | Level in EQF: EQF level 8 | National classification: Level 10 | Type of credits: ECTS | Number of credits: 240 | Thesis: "Reconfiguring Managerial Strategies Through the Lens of Sustainable Development in Romanian Companies" (originally written in English)

1. **Strategic Sustainable Management:** Expertise in integrating sustainability principles into managerial strategies, emphasizing competitiveness, transparency, and stakeholder engagement.
2. **Corporate Sustainability and ESG Practices:** In-depth knowledge of environmental, social, and governance (ESG) frameworks, sustainable business models, and regulatory compliance in corporate sustainability.
3. **Bibliometric and Empirical Research Methods:** Skilled in conducting bibliometric analysis, qualitative and quantitative research, and utilizing software tools such as SPSS and QDAS for data interpretation.
4. **Leadership and Organizational Performance:** Analysis of leadership orientation towards sustainability and its impact on organizational reputation and performance.

- 5. Interdisciplinary Strategic Analysis:** Capacity to assess sustainability-related strategic shifts across economic, social, and cultural dimensions, bridging theory with managerial practice.
- 6. Risk Management and Decision-Making in Sustainable Business:** Competence in assessing risk factors related to sustainability adoption, regulatory frameworks, and corporate decision-making processes.
- 7. Stakeholder and Corporate Social Responsibility (CSR) Analysis:** Understanding of the role of stakeholder engagement, corporate social responsibility (CSR), and sustainable reporting in business competitiveness.
- 8. Sustainability Reporting and Communication Strategies:** Expertise in evaluating corporate sustainability disclosures and aligning them with international sustainability frameworks.
- 9. Academic and Professional Publishing:** Strong background in academic writing, peer-reviewed publishing, and editorial work in high-impact journals.

PhD in Philology

University of Bucharest - Doctoral School of Languages and Cultural Identities [2024]

Address: Edgar Quinet Street, no. 5-7, 010017 Bucharest (Romania) | Website: <https://sdlic.ils.unibuc.ro/scoala-doctorala/prezentare/> | Field(s) of study: Philology - Spanish & English Linguistics | Final grade: Summa cum laude / Excellent | Level in EQF: EQF level 8 | National classification: Level 10 | Type of credits: ECTS | Number of credits: 240 | Thesis: "Intercultural Pragmatics from a Romance Perspective: a Comparative Analysis of the Written Production of Apology Speech Acts in English and Spanish as L2" (originally written in Spanish).

- 1. Intercultural Pragmatics and Second Language Acquisition:** Expertise in analyzing speech acts (specifically, apologies) in intercultural communication contexts, focusing on English and Spanish as L2.
- 2. Speech Act Theory and Politeness Strategies:** Deep understanding of pragmatic theories, including Austin's and Searle's Speech Act Theory, Brown & Levinson's politeness strategies, and their application in real-life interactions.
- 3. Interlanguage Pragmatics and Pragmatic Transfer:** Research on pragmatic transfer from L1 (Romanian/Spanish) to L2 (English/Spanish), identifying sociopragmatic and pragmalinguistic influences in communication.
- 4. Cross-Linguistic and Cross-Cultural Comparative Analysis:** Proficiency in comparing linguistic behavior across languages and cultures, with a specific focus on Romance languages.
- 5. Quantitative and Qualitative Research Methods in Linguistics:** Skilled in using Discourse Completion Tests (DCT), SPSS, and qualitative coding techniques for pragmatic analysis.
- 6. Sociolinguistic and Discourse Analysis:** Competence in investigating language variation, contextualized speech, and interactional discourse in multilingual environments.
- 7. Applied Linguistics in Language Teaching:** Practical applications of research findings in second language teaching, particularly in developing pragmatic competence and intercultural communication skills.
- 8. Editorial and Academic Writing in Linguistics:** Strong background in academic publishing, peer-reviewed journal contributions, and linguistic research dissemination.

M.A. in Romanian Language and Literature Studies

University of Craiova - Faculty of Letters [2022]

Address: Alexandru Ioan Cuza Street, no. 13, 200764 Craiova (Romania) | Website: <https://litere.ucv.ro/litere/> | Field(s) of study: Romanian Philology | Final grade: Cumulative GPA: 9.96 / 10; Master's Thesis Defense Score: 10.00 / 10 | Level in EQF: EQF level 7 | National classification: Level 9 | Type of credits: ECTS | Number of credits: 130

- 1. Romanian Philology and Literary Studies:** In-depth knowledge of Romanian literature, literary history, and theoretical approaches, with a focus on comparative and modernist perspectives.
- 2. Linguistics and Language Analysis:** Expertise in contemporary linguistic theories, language dynamics, and the interaction between linguistic norms and deviations.
- 3. Comparative and Interdisciplinary Studies:** Specialized training in Romanian literary movements in relation to European and global trends, including modernism, postmodernism, and avant-garde literature.
- 4. Critical and Literary Theory:** Proficiency in analyzing literary texts using various interpretative methods, including structuralist, poststructuralist, and semiotic approaches.
- 5. Ethics and Academic Integrity:** Strong foundation in ethical research practices, academic writing, and integrity in scholarly work.
- 6. Research and Methodology in Philology:** Experience in qualitative and quantitative research methods, bibliographic analysis, and discourse analysis.
- 7. Specialized Teaching and Applied Philology:** Skills in teaching Romanian language and literature, with an emphasis on developing critical thinking and analytical abilities in students.
- 8. Dissertation Research and Academic Writing:** Mastery in designing and defending a high-level academic dissertation, demonstrating advanced research, critical analysis, and argumentation skills.

M.A. in Educational Management

Technical University of Civil Engineering Bucharest [2022]

Address: Lacul Tei Ave. no. 124, 020396 Bucharest (Romania) | Website: <http://dppd.utcb.ro> | Field(s) of study: Educational Sciences | Final grade: Cumulative GPA: 9.24 / 10; Master's Thesis Defense Score: 10.00 / 10. | Level in EQF: EQF level 7 | National classification: Level 9 | Type of credits: ECTS | Number of credits: 130

- Educational Management and Institutional Development:** Expertise in analyzing economic, technological, social, and educational contexts to set institutional priorities and develop strategic plans.
- Quality Assurance in Education:** Competence in implementing policies and best practices for ensuring the quality of learning, teaching, and assessment within educational institutions.
- Human Resource Development and Leadership in Education:** Skills in managing professional development programs for educators and fostering a positive organizational climate to improve student performance.
- Educational Policy and School Legislation:** In-depth understanding of national and European legal frameworks governing educational institutions, including compliance and administrative procedures.
- Decision-Making and Conflict Resolution:** Experience in managing decision-making processes, delegating responsibilities, resolving conflicts, and promoting collaborative teamwork in interdisciplinary environments.
- Educational Project and Financial Management:** Proficiency in designing, implementing, and evaluating educational projects while ensuring efficient resource allocation and financial sustainability.
- Intercultural Communication and Stakeholder Engagement:** Ability to promote a culture of quality and integrate national and European values in education through partnerships, student counseling, and institutional collaboration.
- Educational Research and Curriculum Development:** Strong foundation in research methodology, action research, and curriculum design for educational improvement and policy-making.

M.A. in Teaching Spanish as a Foreign Language (MELE)

Menéndez Pelayo International University [2021]

Address: Isaac Peral Street, no. 23, 28040 Madrid (Spain) | Website: <http://www.uimp.es/postgrado/estudios/fichaestudio.php?plan=P03L&any=2022-23&verasi=N&lan=es> | Field(s) of study: Philology - Applied Linguistics | Final grade: Cumulative GPA: 9.00 / 10 Master's Thesis Defense Score: 9.30 / 10 | Level in EQF: EQF level 7 | National classification: Level 9 | Type of credits: ECTS | Number of credits: 60

- Linguistics and Applied Didactics in Spanish as a Foreign Language (ELE):** Expertise in formal and pedagogical grammar, pragmatic semantics, and the integration of linguistic components into teaching.
- Second Language Acquisition and Teaching Methodologies:** Deep understanding of second language learning processes, cognitive approaches, and methodological frameworks for foreign language instruction.
- Curriculum and Course Design in ELE:** Competence in planning, developing, and assessing language courses based on communicative competence and the Common European Framework of Reference for Languages (CEFR).
- Sociocultural and Intercultural Mediation in Language Teaching:** Training in integrating sociocultural elements into the learning process, fostering cultural awareness and effective intercultural communication.
- Teaching Pronunciation and Oral Skills Development:** Specialization in phonetic and phonological instruction for non-native Spanish speakers, promoting accuracy and fluency.
- Classroom Interaction and Communication Strategies:** Mastery of interactive teaching techniques, student-centered learning, and classroom discourse management.
- Use of ICT and Audiovisual Resources in ELE:** Proficiency in digital tools and technological resources to enhance the teaching and learning experience.
- Educational Research and Action Research in ELE:** Skills in designing, implementing, and analyzing research projects focused on improving language instruction.
- Assessment and Evaluation in ELE:** Expertise in evaluating student progress, implementing formative and summative assessment strategies, and aligning evaluation criteria with institutional and international standards.

DELE Certified Examiner (Levels A1-A2, A1E-A2E/B1E, B1-B2 & C1-C2)

Cervantes Institute [2020]

City: Madrid | Country: Spain | Website: <https://cervantes.org>

M.A. in English Language Teaching and Acquisition in Multilingual Contexts (TESOL)

Jaume I University - Faculty of Human and Social Sciences [2020]

Address: Vicente Sos Baynat Street, 12071 Castellón de la Plana (Spain) | Website: <https://www.uji.es/centres/fchs/>
| Field(s) of study: Philology - Applied Linguistics | Final grade: Cumulative GPA: 8.50 / 10; Master's Thesis Defense Score: 9.00 / 10 | Level in EQF: EQF level 7 | National classification: Level 9 | Type of credits: ECTS | Number of credits: 60

- 1. Second Language Acquisition and Teaching Methodologies:** Expertise in theoretical models of second language acquisition and practical approaches to teaching English in multilingual and multicultural contexts.
- 2. Applied Linguistics and Pragmatics:** Advanced knowledge of discourse analysis, intercultural communication, and the role of pragmatics in language learning and teaching.
- 3. Multilingual Education and Language Attitudes:** In-depth understanding of the dynamics of multilingual settings, language policies, and the impact of linguistic attitudes on second language learning.
- 4. Curriculum Design and Evaluation in Language Teaching:** Competence in planning, developing, and assessing language courses, including the integration of technology and innovative teaching strategies.
- 5. Research Methods in Second Language Acquisition:** Proficiency in both qualitative and quantitative research methodologies, including action research and classroom-based investigation.
- 6. Affective Factors in Language Learning:** Knowledge of the psychological and emotional variables influencing language acquisition, such as motivation, anxiety, and learner autonomy.
- 7. ICT and Digital Resources in Language Education:** Experience in utilizing digital tools, online platforms, and audiovisual resources to enhance the language learning experience.
- 8. Professional Development and Reflective Teaching Practices:** Training in self-evaluation, teacher development, and continuous professional learning in language education.
- 9. Practical Teaching Experience:** Hands-on teaching practice in real educational contexts, applying theoretical knowledge to develop effective pedagogical interventions.

Erasmus Scholarship

Complutense University of Madrid - Faculty of Philology [2018 – 2019]

Address: Menéndez Pelayo Square, 28040 Madrid (Spain) | Website: <https://filologia.ucm.es>

M.A. in Hispanic Studies

University of Bucharest - Faculty of Foreign Languages and Literatures [2019]

Address: Edgar Quinet Street, no. 5-7, 010017 Bucharest (Romania) | Website: <https://lls.unibuc.ro> | Field(s) of study: Philology - Hispanic Studies | Final grade: Cumulative GPA: 9.25 / 10; Master's Thesis Defense Score: 10.00 / 10 | Level in EQF: EQF level 7 | National classification: Level 9 | Type of credits: ECTS | Number of credits: 133

- 1. Spanish Linguistics and Applied Linguistics:** Advanced knowledge of linguistic theories, discourse analysis, and applied linguistics with a focus on Spanish language studies.
- 2. Comparative and Sociolinguistic Analysis:** Expertise in sociolinguistics, language variation, and cultural identity within the Spanish-speaking world.
- 3. Spanish Literature and Cultural Studies:** In-depth study of Spanish and Latin American literary movements, key authors, and cultural trends.
- 4. Translation Studies and Audiovisual Translation:** Practical skills in translation theory, specialized translation, and audiovisual translation techniques such as subtitling and dubbing.
- 5. Intercultural Communication and Pragmatics:** Ability to analyze and apply strategies for effective communication in multicultural and multilingual contexts.
- 6. Academic Research and Critical Thinking:** Development of advanced research skills, including corpus analysis, hypothesis formulation, and academic writing.
- 7. Teaching Spanish as a Foreign Language:** Knowledge of pedagogical approaches, methodology, and classroom strategies for teaching Spanish to non-native speakers.
- 8. Professional Ethics and Academic Integrity:** Training in ethical research practices, academic writing conventions, and professional conduct in higher education and research.
- 9. Educational and Language Policy Studies:** Understanding of language policies, bilingual education, and the role of Spanish in global communication.

B.Ec. in Marketing

University of Bucharest - Faculty of Business and Administration [2022]

Address: Regina Elisabeta Ave., no. 4-12, 030167 Bucharest (Romania) | Website: <https://faa.ro> | Field(s) of study: Economic Sciences - Marketing | Final grade: Cumulative GPA: 9.11 / 10; Final Examination Score: 9.10 / 10 | Level in EQF: EQF level 6 | National classification: Level 8 | Type of credits: ECTS | Number of credits: 204

- 1. Marketing Strategy and Market Research:** Competence in analyzing markets, consumer behavior, and competitive environments to develop strategic marketing plans.
- 2. Brand Management and Advertising:** Knowledge of brand positioning, identity development, and advertising techniques for effective brand communication.
- 3. Digital and Social Media Marketing:** Expertise in digital tools, e-commerce strategies, and social media marketing for brand engagement.
- 4. Consumer Behavior Analysis:** Understanding of psychological and economic factors influencing purchasing decisions and customer loyalty.
- 5. Sales Techniques and Business Development:** Proficiency in B2B and B2C sales strategies, negotiation techniques, and customer relationship management.
- 6. Data Analysis and Marketing Metrics:** Use of statistical tools (SPSS, Excel) to measure and optimize marketing performance.
- 7. Economic and Financial Aspects of Marketing:** Knowledge of pricing strategies, budgeting, and financial decision-making in marketing.
- 8. Corporate Ethics and Business Communication:** Application of ethical principles and professional standards in corporate and marketing environments.
- 9. Entrepreneurship and Business Administration:** Ability to develop business models, conduct feasibility studies, and implement strategic decisions.
- 10. Project Management and Practical Training:** Hands-on experience in planning and executing marketing campaigns, including an internship in the field.

B.A. in Philology (Romanian Language and Literature - Spanish Language and Literature)

University of Craiova - Faculty of Letters [2020]

Address: Alexandru Ioan Cuza Street, no. 13, 200764 Craiova (Romania) | Website: <https://litere.ucv.ro/litere/> | Field(s) of study: Philology | Final grade: Cumulative GPA: 9.46 / 10; Final Examination Score: 9.87 / 10 | Level in EQF: EQF level 6 | National classification: Level 8 | Type of credits: ECTS | Number of credits: 196

- 1. Linguistics and Philological Studies:** Expertise in general and applied linguistics, including phonetics, phonology, morphology, syntax, semantics, and lexicology in both Romanian and Spanish.
- 2. Comparative and Historical Linguistics:** In-depth knowledge of synchronic and diachronic language analysis, including historical evolution, etymology, and linguistic variation.
- 3. Literary Studies and Criticism:** Proficiency in analyzing Romanian and Spanish literature from medieval to contemporary periods, applying theoretical frameworks from literary theory and comparative literature.
- 4. Text Analysis and Interpretation:** Advanced skills in close reading, discourse analysis, and interpretation of literary and non-literary texts.
- 5. Intercultural Communication and Translation:** Ability to translate and adapt texts between Romanian and Spanish while maintaining cultural and linguistic accuracy.
- 6. Academic Writing and Research in Philology:** Experience in conducting research, writing analytical papers, and presenting findings in academic settings.
- 7. Teaching and Didactics of Languages:** Understanding of pedagogical methods for teaching Romanian and Spanish, including curriculum design and classroom management.
- 8. Cultural and Civilizational Studies:** Broad knowledge of Romanian and Spanish-speaking cultural traditions, including folklore, customs, and historical influences.
- 9. Professional Ethics and Literary Editing:** Competence in linguistic proofreading, literary editing, and applying ethical principles in academic and publishing contexts.

Erasmus Scholarship

University of Vigo - Faculty of Philology and Translation [2016 - 2017]

Address: Marcosende Ave., 36310 Vigo, Pontevedra (Spain) | Website: <http://fft.uvigo.es/es/>

B.A. in Applied Modern Languages (English - Spanish)

University of Bucharest - Faculty of Foreign Languages and Literatures [2017]

Address: Edgar Quinet Street. no. 5-7, 010017 Bucharest (Romania) | Website: <https://ils.unibuc.ro> | Field(s) of study: Applied Modern Languages | Final grade: Cumulative GPA: 9.26 / 10; Final Examination Score: 9.81 / 10 | Level in EQF: EQF level 6 | National classification: Level 8 | Type of credits: ECTS | Number of credits: 211

- 1. Advanced Proficiency in English and Spanish:** High-level oral and written communication skills in both languages, including formal, academic, and professional discourse.
- 2. Linguistics and Translation Studies:** Expertise in structural, morphosyntactic, and lexical aspects of English and Spanish, alongside applied translation techniques.
- 3. Intercultural and Cross-Cultural Communication:** Strong understanding of cultural differences and effective communication strategies in international and multilingual environments.
- 4. Specialized Translation and Interpretation:** Training in legal, economic, and audiovisual translation, including subtitling, dubbing, and professional terminology management.
- 5. Applied Linguistics and Discourse Analysis:** Ability to analyze language structures, speech acts, and discourse patterns in real-world contexts.
- 6. Business and Legal Communication:** Knowledge of business correspondence, legal language, and economic terminology in English and Spanish.
- 7. Academic and Technical Writing:** Experience in writing and editing academic papers, reports, and professional documents in both languages.
- 8. Research and Language Acquisition Methodologies:** Competence in conducting linguistic research, analyzing language-learning processes, and applying theoretical frameworks to teaching.
- 9. Use of Digital and Technological Tools in Language Studies:** Proficiency in using CAT (Computer-Assisted Translation) tools, corpus analysis software, and digital resources for language learning and professional communication.
- 10. International Academic Experience:** Erasmus+ scholarship recipient at the University of Vigo, Spain, enhancing cross-cultural learning and language immersion.

Baccalaureate Diploma

National College "Gheorghe Lazăr" [2010 – 2014]

Address: Regina Elisabeta Ave., no. 48, 050018 Bucharest (Romania) | Website: <https://cnlazar.ro> | Field(s) of study: Social Sciences | Level in EQF: EQF level 4 | National classification: Level 5

VOLUNTEERING

[2015 – 2015] ASHA Centre, Gloucestershire, The United Kingdom

Erasmus + Training: Volunteer Management and Capacity Building

The course organised by the ASHA Centre entitled "Volunteering Management and Capacity" was an Erasmus + mobility, which dealt with the following topics:

- Mobility of young employees.
- Developing young people's skills in volunteer management and justifying its importance.
- Promotion of volunteering among young people.
- Facilitating the exchange of international experiences on volunteering activities of participants.

The objectives of this course were:

- To train young people's skills in volunteer management.
- Reflect on the nature of voluntary work and its importance in the lives of young people today, especially in relation to current socio-economic needs (employment, social integration).
- A better understanding of volunteering both as a tool and as a method in youth practice.

LANGUAGE SKILLS

Mother tongue(s): Romanian

Other language(s):

Spanish

LISTENING C2 READING C2 WRITING C2
SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

English

LISTENING C2 READING C2 WRITING C2
SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

French

LISTENING B1 READING B1 WRITING B1
SPOKEN PRODUCTION B1 SPOKEN INTERACTION B1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user

SKILLS

Microsoft Office: proficient user of Word, Excel and Powerpoint / Herramientas de SEO SEMrush MOZ DeepCrawl ScreamingFrog

DRIVING LICENCE

Driving Licence: B

HONOURS AND AWARDS

[29/04/2017] Dukenet International Network

European Intensive Programme: Markstrat In this competition, my team won **3rd place, from a total of 95 teams**, with students from all over the European Union, winning therefore the **bronze medal**.

The European Marketing Strategy Competition (Markstrat) aims to test:

- application of marketing and management concepts;
- IT skills;
- specialized communication in English (Business English).

Links: https://adevarul.ro/educatie/universitar/aur-studentii-romani-competitie-internationala-marketing-management-it-1_5909fb055ab6550cb8c3f3eb/index.html | <https://www.protv.ro/stiri/studentii-universitatii-bucuresti-au-obtinut-trei-medalii-de-aur-doua-de-argint-si-trei-de-bronz-la-competitia.html> | https://www.dcnnews.ro/studen-ii-universita-ii-bucure-ti-opt-medalii-la-markstrat_541749.html

COMMUNICATION AND INTERPERSONAL SKILLS

Fast-learner

Curiosity & Willingness to learn

Strategic thinking

Management and organisational skills

Team player

Ability to handle pressure and meet deadlines

Diligent and organized

Technologically competent

Flexibility & Adaptability

Written communication