CURRICULUM VITAE

1. **Family name:** **MUSTAȚĂ**
2. **First name:** **Mirela**
3. **Date of birth:** **18.04.1969**
4. **Nationality:** **Romanian**
5. **Residence:** **Bucharest, Romania**
6. **Education**:

Institution [Date from – Date to]	Degree(s) or Diploma(s) obtained:
University of Bucharest, Faculty of Journalism and Communication Sciences [2008 – 2014]	**Ph.D. in Communication Sciences (Thesis - Communication strategies in public institutions)**
University of Bucharest, Faculty of Sociology [2006-2008]	**Master of Business Administration- Sociological Studies**
Academy of Economic Studies, Faculty of Commerce, Marketing Department [1992-1997]	**Master's degree in Economy**
University of Bucharest, Faculty of Physics [1990-1995]	**Engineer - Bachelor's degree**
SC SHULTZ CONSULTING SRL [2012]	Certified Trainer – diploma issued by the National Council for Professional Adults' Education - CNFPA (currently ANC)
SC SHULTZ CONSULTING SRL [2012]	Certified Project Manager – diploma issued by the National Council for Professional Adults' Education - CNFPA (currently ANC)
TRAINING & TEACHING CENTER [2012]	Certified Evaluator of Professional Competencies – diploma issued by the National Council for Professional Adults' Education - CNFPA (currently ANC)
The body of experts in accessing EU Structural and Cohesion Funds [2013]	Certified Project Evaluator – diploma issued by the National Council for Professional Adults' Education - CNFPA (currently ANC)
GMG – General Management Group	Certified Expert in Accessing Structural Funds – diploma issued by the National Council for Professional Adults' Education - CNFPA (currently ANC)
IRECSON Institute [2002]	Certified Evaluator (recognized by Romanian Ministry of Labor & Ministry of Education)

7. **Language skills**: Indicate competence on a scale of 1 to 5 (1 – excellent; 5 – basic)

Language	Reading	Writing	Speaking
Romanian	Mother tongue		
English	1	1	1
French	2	3	3
Spanish	2	3	3
Russian	5	5	5

8. **Membership of professional bodies:**

Senior member of Romanian Society of Evaluators - 2012
Senior member of the International Public Relations Association and the Romanian Public Relations Association – 2005
Certified Accountant – Inactive Member of the Romanian Expert and Certified Accounts Organization – 2004
Certified Real-Estate Evaluator – Inactive Member of the Romanian Association of Asset Evaluators – 2002

9. **Other skills:**

Computer literacy – MS Office (Word, Excel, MS Project, PowerPoint), computer graphics, internet
Social media and the development of social networks communication

10. **Key qualifications**:

- Over 20 years of general professional experience in the field of Civic society development and social inclusion, Health promotion and education, Financial and fiscal education, International Development, European Integration, CSRs, Institutional Development and Organizational Strengthening for National Authorities, Local Authorities, CSOs (associations, foundations, others)
- 17 years of Main professional experience - of which over 10 years cumulative experience (working days) - as Project Coordinator or Senior Key Communication Expert on projects targeting Public sector reform, Civil Society Development, Social Inclusion, Health, European integration etc. developed in Romania, Republic of Moldova, Serbia, Azerbaijan, Macedonia, Albania, Kosovo;
- Project evaluation know-how and hands-on experience since 2014- assessment of Calls for Proposals according to PRAG aimed at strengthening the role of civil society, acting as external expert for project proposals' assessing for the European Commission - Education, Audio Visual and Culture Executive Agency (EACEA) for 9 rounds – May 2015, October 2015, March 2016, July-September 2016, January-February 2018, January 2019, March - April 2019, August – September 2019, November-December 2019.
- 12 years of expertise in organizing and delivering training programs (in project management, marketing, entrepreneurship, negotiations, management, leadership, time management, planning and budget control, finance for non-finance managers, communication, public relations, conflict resolution, crisis management, ethics and organizational culture) for different international and local clients. These trainings included: evaluation of the training needs, elaboration of the training syllabus, training implementation, evaluation
- Since 2002 has been collaborating on a part-time basis with Romanian Academic institutions such as the National School for the Political and Administrative Sciences, the International Public Relations Faculty, University of Bucharest – Faculty of Journalism and Communication Sciences; Academy of Economic Studies and the Romanian National Institute for Public Administration lecturing on international relations, public relations, leadership, social & institutional communication and crisis management.
- Non-governmental organization activity - executive Director of "DUO Alternative" (provides support for the social integration of persons with various degrees of social-alienation risk via promoting their personal/professional development and enhancing their inter-personal communication abilities) – since 2012, and projects under the membership of the Romanian Society of Evaluators.

11. **Main experience in the region:**

Country	Date from - Date to
Republic of Moldova	May 2003 – April 2018 / involved in various projects (more than 4.5 years in total)
Republic of Serbia	September 2008 - January 2009
Azerbaijan	March - April 2008
Republic of Macedonia	September 2014 - March 2015
Albania	November 2015- March 2016 and September 2016 - July 2017
Kosovo	September 2016 - July 2017
Romania	August 1998 – to date / involved in various projects

12. Professional experience

DATE FROM- TO	LOCATION	COMPANY	POSITION	DESCRIPTION
Senior Key Expert with executive responsibilities on service contracts				
Nov.2019 – June 2021	Romania	Foundation Centre of Health Policies and Services (CPSS) Project beneficiaries: UNICEF Romania and Center for Disease Control Atlanta (CDC), US, **Financed by CDC** Reference: Dana Farcasanu, MD. PhD, Executive President; dfarcasanu@cpss.ro	Programmes manager	Project: *Enhance immunization coverage by Improving communication between health workers and caregivers* Short description: Using Interpersonal Communication / Motivational Interviewing to encourage timely completion of vaccinations and evaluation of the improved quality of interaction between healthcare workers and caregivers in Romania. Main tasks: coordination of project activities, expert for curriculum and training materials development, project planning and control.
Jan. 2018- Dec. 2020	Romania	Foundation Centre of Health Policies and Services (CPSS) Project beneficiary: "Prof. Dr. Marius Nasta" Institute for Pneumology and Health , **Financed by: ESF** Reference: Dana Farcasanu, MD. PhD, Executive President; dfarcasanu@cpss.ro	Expert - Regional Coordinator	Project – Project: "*Strengthening tuberculosis control in Romania by increasing the skills of TB professionals*" Main tasks: regional coordination of all training activities (managing, planning, and supporting their implementation)
April 2014 – April 2018	Republic of Moldova	Foundation Centre of Health Policies and Services (CPSS) Project beneficiary: Ministry of Health – Rep. of Moldova Financed by Swiss Development Cooperation Agency in Moldova Reference: Dana Farcasanu, MD. PhD, Executive President, dfarcasanu@cpss.ro	International key expert (quality management and health promotion)	Project - "Regionalization of the Pediatric Emergency and Intensive Care Medical Services System in the Republic of Moldova" (REPEMOL) - a continuation of the programs started by the Swiss Government, through the Swiss Development and Cooperation Agency (SDC) to support the improvement of the mother and child health services in the Republic of Moldova. Main tasks: • coordination of the component "promoting and monitoring quality mechanisms in pediatric emergency and intensive care units"; it included: coordinating training in quality management, organizing and hosting capacity building events i.e. seminars, trainings, international conferences, coordinating twinning activities on the subject, patient safety instruments developing and monitoring. • coordination of the health promotion component (through supporting primary and specialized care by offering Main knowledge to professionals and delivering basic health services and first aid for pediatric emergencies, injuries, and trauma - from GPs, nurses, and emergency personnel to other community stakeholders); it included: strategy development, coordinating training for capacity building of the system, monitoring and evaluation activities;
Jan. 2013 – Jun. 2014	Romania	VIP ProfConsult SRL Reference: Virgil Pamfil – Director vpamfil@vipconsult.ro	Communication and PR Expert / Trainer	Projects: • The development and presentation of the Impact Study for the "*Improving the access of employees from the milling, bakery and confectionary industry to innovative, modern, European-quality Life-Long Learning programs*" - Contract no. SOP HRD / 80 / 2.3 / S / 57115, co-financed by the European Social Fund as part of the Sectorial Operation Program for the Development of Human Resources (POSDRU) 2007 – 2013. • The development of the Communication and Statistics courses for the "*Land Administration and Management Project (LAMP) – Management Training*", a project financed by IBRD. The project aimed to enhance the institutional and professional capability of the Albanian National Agency for Real-Estate Property Registration and of its territorial offices, to improve the quality of their public services and to support the reform of the public administration.
Dec. 12, 2013- April 15, 2014 Dec 13, 2013- June 15, 2014	Romania	Euroconsultants SA – Technical Assistance to the Ministry of European Funds Beneficiaries: Ministry of Regional Development and Braila City Hall Project sponsor – EC - Technical Assistance OP Reference: Gabriela Baicu – Project's coordinator Gabriela.baicu@gmail.com	Key Expert	Project 1. Technical assistance to the Ministry of Regional Development Project 2. Technical assistance to Braila City Hall - Conducting qualitative research activities. Analysis of the delegation agreements between OI POR and AM POR - Input to the Analysis Report of the performances and the costs of OIs - Input to the guide establishing the level and the nature of the performance indicators for the delegated functions and for establishing an efficient monitoring system - Drafting of the methodology for the implementation of the public consultation process.
Oct. 2013 – Jan. 2014	Romania	Confero Finance Financial Consulting Beneficiary: SOP HRD Program Management Authority Project sponsor - EU - Technical Assistance OP Dorian Petrea, Consultant dorian.petrea@conferofinance.eu	Expert -External interim evaluation	Consultant under the Subsequent contract no. 2/110/5495 of 30.10.2013 "Providing expert services in support of the Managing Authority for SOP HRD - expert verification of claims for reimbursement and procurement" - Verification of technical and financial reports and reimbursement claims, Coaching on EU program procedures, project monitoring and evaluation, Monitoring visits to ensure capacity development about project impact & budget monitoring

May 2008 – Oct. 2008	Romania	Association "Romanian Centre for Economic Modelling" – Centrul Roman de Modelare Economica – project based Project sponsor: EC - Phare Programme Reference: Manuela Stanculescu Project Manager manuelasofia@clicknet.ro	Coordinator of the PHARE project "The development of economic statistics" – the firms/business environment component	Coordinating under the PHARE project 2005/017-553.03.07.02, the following research studies: 1. the structural survey for big and small and medium-size enterprises. 2. the informal economy in small enterprises. 3. the informal economy for registered physical persons and family associations. 4. Short-term statistics on the prices of professional legal, financial auditing, and fiscal consultancy services. The main responsibilities included: - Set-up and coordination of the surveys for 30,000 companies. - Managing the relations and activities with various institutions. - Set-up and implementation of the direct marketing campaign. - Set up and implementation of the media-communication campaign. - Delivering training on Survey Monitoring, Communication and Negotiation to the project team.
Mar.1998 – Oct. 2001 (full-time job)	Romania	Ministry of Justice, Project Coordination Unit Project Sponsor: World Bank References: Kundhavi Kadiresan, Task Manager Kkadiresan@worldbank.org Flavius Antoniu Baias, Deputy Minister flavius-antoniu.baias@drept.unibuc.ro Neil King, KE1- Team leader neil@neilkinguk.plus.com	Head of the Land Book Implementation Group (managing a team of 7 experts)	Responsible for the coordination of the land book component for the Cadastre and Land Registration Project and for its financial and accounting activities, which involved: - design and implementation of the project strategy and detailed project plan. - coordination of the project team; budget monitoring. - oversight and coordination of the project's overall financial accounting activities. Supervising the procurement activities: preparing of bidding documents; evaluating offers; verifying, authorizing, and enforcing contracts; monitoring and evaluation of contracts. - coordinating preparation of the technical specifications for different components of the project (public awareness campaign, building rehabilitation, goods acquisition, etc.) - public awareness campaign coordination - acting as speaker/trainer in the workshops and conferences organized in the project, advocacy, and policy monitoring
Senior Communication Expert / Project Manager - EC and non-EC funded service contracts				
Aug.-Dec. 2019	Romania and EUSDR governance structure	Ministry of Regional Development and Public Administration Romania Sponsor: EU Danube Transnational Program Andreea Pena, Capacity Building Officer andreea.pena@eusdr-dsp.eu. Andra Stoenescu, Communication Officer andra.stoenescu@eusdr-dsp.eu	International key expert-communication	Consultancy services to finalize the EUSDR communication strategy and related activities: - finalizing the EU Strategy for Danube Region Communication Strategy, together with the development of the narrative as part of the Communication Strategy, meant to provide guidance and support to all stakeholders in the EUSDR governance structure and to ensure a coordinated way of internal and external communication, - Develop a communication guide - organizing a communication workshop and two webinars to implement in a coordinated manner
April 2014 – April 2018	Republic of Moldova	Foundation Centre of Health Policies and Services (CPSS) Project beneficiary: Ministry of Health – Rep. of Moldova Financed by the Swiss Development Cooperation Agency in Moldova Reference: Dana Farcasanu, MD. PhD, Executive President, dfarcasanu@cpss.ro	International key expert communication	Project - "Regionalization of the Pediatric Emergency and Intensive Care Medical Services System in the Republic of Moldova" (REPEMOL) - a continuation of the programs started by the Swiss Government, through the Swiss Development and Cooperation Agency (SDC) to support the improvement of the mother and child health services in the Republic of Moldova. - Overall coordination of the awareness and behavior change campaigns (whose aim was to reduce early childhood preventable deaths from domestic and road accidents). It included strategy development, research coordination, coordination of the campaign's implementation. The two campaigns (called "*O casă fără pericole pentru copilul tău*" and "*Știi să eviți pericolele străzii*") involved a wide range of instruments from extensive media campaign, to interactive lessons of road safety for children developed in partnership with Automobile Club Moldova, YPeer Association, Guguta Municipal Puppets' Theatre and National Patrol Inspectorate, small grants projects scheme implementation, outreach and training activities in partnership with National Center of Public Health and other public institutions such as hospitals, city halls, schools. - Communication of systemic changes brought by pediatric hospitals' regionalization by organizing evaluation activities and capacity building events such as symposia, trainings, and conferences. - Coordination of the project large conferences i.e. the conference "Regionalization of pediatric emergency and intensive care services in the Republic of Moldova" (REPEMOL) - The phenomenon of systemic development of emergency pediatric care" organized in Chisinau between March 29-30, 2018. The media present at the event covered extensively the positive outcomes of the project and the whole event – see References below: http://www.jurnaltv.md/news/9546f0adef686b16/reusitele-repemol-la-final-de-proiect.html http://www.trm.md/ro/social/cnms-rata-mortalitatii-in-randul-copiilor-s-a-redus-semnificativ/ http://tvrmoldova.md/social/mortalitatea-la-copiii-sub-5-ani-s-a-redus-cu-3-in-ultimii-zece-ani/ https://canalregional.md/proiectul-repemol-finalul-marcheaza-noi-inceputuri/

June 2014-Sep. 2015	Romania	Foundation Centre of Health Policies and Services, RO Project beneficiary: community nurses and social assistance professionals from project counties Financed by UNICEF Romania Reference: Dana Farcasanu, MD. PhD, Executive President; dfarcasanu@cpss.ro	Communication expert – awareness materials development	UNICEF Romania – Priority: no child invisible! - Strengthening Community care for Invisible Children Main tasks: - Developing of communication materials like brochures, flyers, information kits under the component "Development and implementation of community-based interventions, focusing on health promotion and disease prevention".
June 2014 – Dec. 2015	Romania	Foundation Centre of Health Policies and Services, RO Project beneficiaries: health community of 11 EU countries Financed by EuropeAid Reference: Dana Farcasanu, MD. PhD, Executive President; dfarcasanu@cpss.ro	Advocacy and communication expert	Europe Aid funded- Health Workers for and All for Health Workers – HW4ALL – meant to support the strengthening of the collaboration and exchange of best practices, as well as the development of adequate tools to support the human resources policies for health workers in the EU member states. Main tasks: Developing of communication materials like guides, information kits, news online and social media, public events, and advocacy activities (by working with health professional organizations, unions, hospitals)
Oct. 2014 – Dec. 2015	Romania	Ecorys Polska Beneficiary: National Agency for Fiscal Administration Project sponsor: IBRD & Romanian Government References: Darya Zavertalyuk, Task Manager darya.zavertalyuk@ecorys.pl National Agency for Fiscal Administration Sabina Zeres – Head of Communication Department Sabina.Zeres@mfinante.ro	Key Expert - Corporate Communication Expert	Communication Expert for the project: "*Revenue Administration Modernization Project (RAMP): Design Communication Strategies and Develop Public Relations Skills*". Main tasks: - Preparation of the country fiche and the questionnaires investigating NAFA internal and external communication activities - Review of NAFA structure (at central and local level) and Regulations for Organizing and Functioning of the communication departments Performing the Image and Organizational Identity Study (full analysis based on the existing research) - Coordination and implementation of the qualitative research - Design of the Corporate Communication Strategy (draft and final version) - Design of the External Communication Plan. - Planning, coordination, and facilitation of the qualitative research meant to test corporate campaign directions and messages
Oct. 2009 – Jun. 2013	Romania	National Agency of Cadastre and Real-Estate Publicity - contractor and beneficiary - ANCPI – Project sponsor: IBRD & Romanian Government Victor Grigorescu –Director victor.grigorescu@ancpi.ro	Public Awareness Campaign Consultant	Strategic Communication Consultant for the project "*Complementing EU Support for Agricultural Restructuring in Rural Areas*", run by ANCPI and financed by IBRD. Main tasks: - Conducting research activities to identify the information needs. - Developing the communication strategy. - Support during the campaign implementation.
Jan. 2009 – Dec. 2012	Romania	Chelgate Ltd. UK Project sponsor: the European Commission Representation (RCE) in Romania References: Ioana Marchis – RCE Communication Counsellor ioana.marchis@ec.europa.eu Mirela Meiță –General Director mm@chelgate.com	Team Leader and Senior Long-term communication expert	Team Leader (1 year) and Senior LT Expert (3 years) for the technical assistance contract with the European Commission Representation (RCE) in Romania for national/regional/local events set-up and logistics services, as well as for the design, implementation, and evaluation of the communication campaigns organized by RCE in Romania. Main tasks: the development of creative concepts for the RCE campaigns and events, the coordination of the various implementation teams, the design and coordination of a research study that represented the basis for the development of the RCE periodical communication, monitoring and reporting strategy, and events coordination.
Jan. 2009 – Dec. 2012	Romania	Chelgate Ltd. UK Project sponsor: the European Commission Representation (RCE) in Romania References: Roxana Morea – RCE Press Counsellor roxana.morea@ec.europa.eu Mirela Meiță –General Director, mm@chelgate.com	Long-term Communication Consultant	Senior Communication Expert (4 years) for the technical assistance contract supporting development of the media-relations activities for RCE in Romania. In addition to day-to-day media-relations activities, the contract has also covered the development and implementation (for 3 editions) of a EU grant scheme targeting Journalism and Communication Science students from Romania. As part of the project, more than 35 presentations on procedures and project evaluation targeting students have been organized in total, while the participating students have developed more than 50 project materials on European/EU-related themes.
Jan. 2010 - Dec. 2011	Romania	Chelgate Ltd. UK Project sponsor: the European Commission Representation (RCE) in Romania References: Ioana Marchis – RCE Communication Counsellor ioana.marchis@ec.europa.eu Mirela Meiță –General Director mm@chelgate.com	Long-term Communication Consultant and Training Expert	Senior Strategic Communication and Training Expert during the pilot and the first edition of the "Europe, Our Home" campaign, which consists of several information and communication programs run by RCE in Romania targeting high-school students and youth from Romania. As part of this contract, the Senior Strategic Communication and Training Expert developed a program targeting high-school students – "European Leader" through which, during 2 editions, more than 1,000 high-school students have been involved in debates and contests on European themes, have benefited from trainings on presentation skills and leadership and have been able to implement their projects on RCE funding.

Nov.2011 – Jan. 2012	Romania	Romanian Association of Somatically Disabled Persons Projects Sponsor: EU - SOP HRD 2007 – 2013 Reference: Anela Drăgan Project Manager anela.dragan@ymail.com	PR Expert	PR Expert for the INSERT project "*The development of a rehabilitation and professional integration network for disabled persons from Romania to improve their access to the Romanian labor market*", co-financed by the European Social Fund as part of the Sectorial Operation Program for the Development of Human Resources. - Consulting for the development of the information and publicity plan for the project and for increasing the awareness level among disabled persons and their families. - Consulting for the preparation of the project site content/materials. - Consulting for the design and production of the information materials (paper/CD/new-media support); - Capacity building through training on project management, communication, negotiation, and marketing for the project team. - Preparing reports needed for the performed activities.
Oct. 2011 – Dec.2011	Romania	SC Mersea SRL – project-based Project's sponsor: EU - SOP HRD 2007 – 2013 Reference: Adriana Barbu - Manager adrianabarbupr@gmail.com	PR Expert and Communication and Negotiation Trainer	PR Expert for the project „*European Qualifications for Sustainable Development*" (project ID 79208), run by the Institute for Human Resources Development Association– IDRU and co-financed by the European Social Fund part of the Sectorial Operation Program for the Development of Human Resources. - Consulting for the development of project communication materials. - Consulting for the set-up of project communication events. - Promoting the project through external communication (including media-relation activities); - Capacity building through developing and delivering the Communication and Negotiation course to the project team;
Jun. 2011 – Sep.2011	Romania	SC Puls Medica SRL – project based Project's sponsor: EU-SOP HRD 2007 – 2013 Reference: Pusa Manzală, Human Resource Director office@pulsmedica.ro	PR and Communication Expert	PR Expert for the project "Healthy *and motivated employees! Prevention for health and safety in the workplace*.", run by PULS Medica SRL and co-financed by the European Social Fund as part of the Sectorial Operation Program for the Development of Human Resources The main responsibilities have consisted of: - Developing project communication materials. - Promoting the project through external communication (press-relation activities) and press monitoring and reporting.
Jun. 2011 – Aug.2011	Romania	Romani CRISS – Rroma Center for Social Intervention and Studies– project based Project's sponsor: SOP HRD 2007 – 2013 Reference: Magda Matache, Director magda@romanicriss.org	Communication Consultant	Communication Consultant for project "*Strategic steps for improving the access to education of Roma children*-financed by the European Social Fund as part of the Sectorial Operation Program for the Development of Human Resources. The main responsibilities included: - Developing the communication strategy. - Writing materials for the press (press releases, articles, interviews); - Responsible for press-relations activities, setting up press conferences and other events;
Mar. 2011-Aug. 2011	Romania	Association Inter Concordia – project based Project's sponsor: SOP HRD 2007 – 2013 Reference: Eder Bogatu, Project Manager eder.bogatu@interconcordia.ro	Communication /Marketing Expert and Trainer	Communication Expert for several European Structural Fund (ESF) financed projects, run by Inter Concordia: Entrepreneurship and innovative employment in Ilfov region and North-East development region. "F1" fighting against unemployment. E proficiency; / Ilfov region and North-East Dev Region Proactive mediation in the North-East development region. The shortcut from unemployment towards a new job. Ensuring sustainable economic development by improving the quality of the human resources from the rural areas The contract covered 12 training and workshop sessions in total, through which around 250 people have been trained and involved in designing the future activities of the projects.
Sep.2008 – Feb.2009	Republic of Serbia	Development Assistance Coordination Unit Beneficiary: Ministry of Finance – EU pre-accession funds Reference: Marija Marinkovic, MoF, Serbian Government marija.marinkovic@mfin.sr.gov.yu	Key Expert - Developing and implementing DACU's Comm. Strategy	Performing the situational analysis/ analysis of the communication needs of the Republic of Serbia Ministries that have been involved in managing the EU and other donors' funds. Developing the Research Report. Developing the Communication Strategy and the oversight of the implementation.
Mar.2002-May 2008 (full-time job)	Romania, the Republic of Moldova, and Azerbaijan	BDR Associates Communication Reference Catalina Stan Rousseau President and CEO Romania & Republic of Moldova catalina.stan@bdr.ro	Head of International Projects Department and Training Program Project Executive Officer	As a member of the BDR Lead Team, I was in charge with the identification of potential projects to be financed by different donors like IBRD, PHARE, USAID, and UNICEF, proposal writing, project planning, project cycle, and financial management, including budget control. - Set-up and coordination of qualitative and quantitative research studies needed for the development of the communication and/or marketing strategies. Development of communication and/or marketing strategies and the planning of Public Relations (PR) and marketing projects for local and international clients. Coordination and implementation of PR and advertising/publicity projects/campaigns - Development and implementation of professional training on communication, marketing, negotiation, press relations, crisis management, and PR, including evaluation of the training needs, training curricula, overall organization, and coordination of the training activity; monitoring, evaluation, and reporting; in several cases it also implied logistical support.

				- Speaker/Training lecturer – on marketing, crisis management, press relations and public relations for various organizations, complementing the main responsibilities. **NOTE: The key projects and most relevant assignments that the expert has overseen are listed below**
Sept 2006-May 2008 (full-time job)	Romania	BDR Associates Communication Project sponsor: IBRD & Romanian Government Reference Catalina Stan Rousseau President and CEO Romania & Republic of Moldova catalina.stan@bdr.ro	Deputy Team Leader and Training Coordinator	Project: *Mining Closures, environmental and socio-economic regeneration*" - the 18 months communication campaign organized for the National Agency for the Development of Mining Regions in Romania. - qualitative and quantitative research coordination - the development of the communication strategy - the development and implementation of the communication campaign - the set-up of a network of 110 public-information points at national level and the coordination of their operations, and - the development of a public-information and media campaign. The campaign was intricately linked with the small grants scheme component and the CSOs development component, to which provided information support for grants and capacity development (training).
Sept 2006-Sept 2007 (full-time job)	Romania	BDR Associates Communication Project sponsor: UNICEF Romania Catalina Stan Rousseau President and CEO Romania & Republic of Moldova catalina.stan@bdr.ro	Project Manager and Strategic Communication Consultant	UNICEF Project aimed at supporting the development of the fund-raising strategy of the organization. - strategic consulting for the development of research questionnaires for companies and the public - coordination of the study - defining the concept and developing the fund-raising strategy of UNICEF Romania.
March 2002-March 2003 (full-time job)	Romania	BDR Associates Communication Project sponsor: UNICEF Romania Reference Catalina Stan Rousseau, President and CEO Romania & Republic of Moldova catalina.stan@bdr.ro	Project manager and Strategic Communication Consultant	Coordinator of the Public Awareness Campaign for the Disabled Children "Different but equal" promoting integration of the pupils with disabilities in the mainstream educational system in Romania, project financed by UNICEF Romania. The project included: research on the topic, the organization of a press conference and a press campaign, the production activity, and the broadcasting arrangements for video spots, gaining CAN support for the free-of-charge broadcasting of the campaign spots, local events. It involved collaboration with relevant CSO and capacity building activities for them.
March 2002-Feb. 2004 (full-time job)	Republic of Moldova	BDR Associates Communication Project sponsor: IBRD Catalina Stan Rousseau, President and CEO Romania & Republic of Moldova catalina.stan@bdr.ro	Strategic Communication Consultant & Trainer	Project: Public Awareness campaign supporting the Health reform in the Republic of Moldova Advisor for the monitoring of the qualitative research, Media campaign developing, evaluation & reporting, Training in communication
March – Sep. 2005 (full-time job)	Romania	BDR Associates Communication Project sponsor: EC - Phare Programme Reference Catalina Stan Rousseau, President and CEO Romania & Republic of Moldova catalina.stan@bdr.ro	Project manager and Strategic Communication Consultant	"Edelweiss" Project – part of the Educational Campaign on Problems of Family Counselling and Children Rights – Romania (Project PHARE). The project covered thematic competitions for teenagers from foster-care centers in Romania. They competed for scholarships financed by the EU to continue their education and their stay at the foster-care centers. Over 150 teenagers participated in 10 competitions on themes such as theatre, music, painting, dance, informatics, sports, with the juries consisting of personalities of the arts or sport's worlds from Romania. For the participants, for the 4 days of stay in Bucharest, there have been organized a reception at the Elisabeth Palace, relaxation events, visits around Bucharest. The project has culminated with a concert at the Palace Hall where there also participated 4,000 high-school students from Bucharest. The concert was broadcast live on National television.
June 2003 – Sep.2004 (full-time job)	Romania	BDR Associates Communication Project sponsor: EC - Phare Programme Reference : Catalina Stan Rousseau, President and CEO Romania & Republic of Moldova catalina.stan@bdr.ro	Project manager and Strategic Communication Consultant	Coordinator of Seminars and Workshops and TA expert for the training materials (video documentaries) for the PHARE Project "Training for Agricultural and Rural Policy at National and Regional Level" (2003-2004). The project consisted of coordinating the courses and workshops run for 1 year for the representatives of the Ministry of Agriculture and Rural Development. Over 25 thematic courses have been delivered in total in Bucharest, Predeal, Cheia, Sinaia. As part of the program, the expert developed also an internal communication guide for the Ministry of Agriculture and Rural Development.
Jan. 2003 – Oct.2004 (full-time job)	Romania	BDR Associates Communication Project sponsor: EC - Phare Programme Reference: Catalina Stan Rousseau, President, and CEO Romania & Republic of Moldova catalina.stan@bdr.ro	Project manager and Strategic Communication Consultant	Coordinator of a Communication and Marketing Campaign for promoting the funding of farmers' associations as part of the USAID-financed project called "Development of the Water-Users Associations". The project included the set-up of meetings with farmers and their associations across the country (itinerant campaign in over 10 counties), a media campaign (press conferences, press releases, interviews), as well as the production of the campaign materials. Moreover, the campaign coordinator also supervised the production of a documentary film on the role and benefits of farmers' associations.
Oct.2003 – Oct.2004 (full-time job)	Romania	BDR Associates Communication Project sponsor: EC - Phare Programme Reference: Catalina Stan Rousseau, President and CEO Romania & Republic of Moldova catalina.stan@bdr.ro	Project manager and Strategic Communication Consultant	Project coordinator for the set-up of a series of conferences and training seminars for the PHARE Project "Design and Implement Mechanism for the Full Application of the Civil Servants Statute Law 188/1999" (2004). The project required the development and printing of two project guides and the set-up of two press conferences for the civil servants from Bucharest and of a series of 5 regional conferences.

June 2004 – Oct. 2006 (full-time job)	Romania	BDR Associates Communication Project sponsor: EC - JRC Reference: Catalina Stan Rousseau President and CEO Romania & Republic of Moldova catalina.stan@bdr.ro	Project manager and Strategic Communication Consultant	Project Leader for the organization in Romania of the European Commission Joint Research Center Information Days, project implemented in the entire EU by the General Research Directorate of the European Commission (2004-2006). During its 3 editions, the project also included the set-up of a press conference with the participation of the central press (Bucharest) and of a regional one (Iasi or Cluj), followed by thematic conferences run at the Academy of Economic Studies in Bucharest, at the Babes Bolyai University in Cluj and at the *Alexandru Ioan Cuza* University in Iasi or in dedicated conference centers. These have represented an opportunity to reunite the entire research community from Romania to discuss funding possibilities, projects, results, etc. With the occasion of the conferences, there have also been organized various technology exhibitions and open-air innovation projects as well as press conferences.
January – May 2008 (full-time job)	Romania and Azerbaijan	BDR Associates Communication Project sponsor: USAID Catalina Stan Rousseau, President and CEO Romania & Republic of Moldova catalina.stan@bdr.ro	Strategic Marketing and Communication Consultant	Consultant for the USAID financed project for the Balkans company from Azerbaijan. The activities have consisted of the development of the launch strategy of a range of products, market research, marketing plan development, and consulting for its implementation.
Training coordination and training delivery				
April 2015- April 2016 & Sep. 2016- Dec.2017	Romania	Foundation Centre of Health Policies and Services (CPSS) Project beneficiary: Community Nurses and social assistance professionals from project counties Financed by UNICEF Romania Reference: Dana Farcasanu, MD. PhD, Executive President; dfarcasanu@cpss.ro	Component coordinator and trainer	Project - Develop and provide a comprehensive training program to support the implementation of UNICEF program "Social Inclusion through the provision of Integrated Social Services at Community Level" (including a comprehensive training package, certified by the competent authorities) - integration of the training materials for the course "Mother and child health" and coordination of training accreditation, - integration of the training materials for the course "Social and civic competences" and coordination of training accreditation - developing materials and delivering training on two subjects: "Adolescents" and "Promoting community-based health" - developing training materials under the module "Communication skills for the provision of integrated services" http://www.cpss.ro/ro/cpss-media/comunicate-de-presa/349-servicii-comunitare-pentru-copii.html
July 2017- Feb.2018	Romania	National Institute of Magistrates Project beneficiaries: Romanian magistrates Financed by Swiss – Romanian Cooperation Programme to reduce economic and social disparities within the enlarged European Union – Thematic Fund Irina Madelina Lungu -Department training of trainers; irina.lungu@inm-lex.ro	Trainer Public Communication and Relationship with Mass-Media	Project: "Assistance for strengthening the institutional capacity in the field of training of judges and prosecutors for the application of the new codes" - Development and delivery of training courses - Assessment of the training needs. - Preparation of the training materials. - Delivery of 3 series of training courses - "Public communication and the relationship with mass media" - Evaluation and reporting.
Feb. 2013 – Jun. 2013	Romania	General Management Group – project based Project's sponsor: SOP HRD 2007 – 2013 Reference: Ionică Manole, Director of Training Programs manole.ionica@generalinstitute.ro	Trainer	Project: Trainer for the project *„An Opportunity for career development for the women working in the health field*", financed by the European Social Fund as part of the Sectorial Operation Program for the Development of Human Resources (SOP HRD 2007-2013); „Entrepreneurial Competencies" courses, held for the medical personnel from the Clinic Psychiatry Hospital "Prof. Dr. Al. Obregia", Clinic Emergency Hospital "Bagdasar-Arseni", Clinic Emergency Hospital Bucharest - Floreasca, Clinic Emergency Hospital Bucharest, Emergency Hospital Elias Bucharest, Clinic Gynecology Hospital "Prof. Dr. Panait Sirbu". Main tasks: - Assessment of the training needs. - Preparation of the training materials. - Training delivery. - Evaluation and reporting
Jan. 2013 - Feb. 2013	Romania	General Management Group – project-based Project's sponsor: SOP HRD 2007 – 2013 Ionică Manole - Director of Professional Training Programs manole.ionica@generalinstitute.ro	Trainer	Trainer for the project "*PRO-EDIT: Program for the training and support of employees for using professional editorial practices*", co-financed by the European Social Fund as part of the Sectorial Operation Program for the Development of Human Resources (SOP HRD 2007 – 2013) - "PR and Communication Assistant" and Entrepreneurial courses. Main tasks: - Assessment of the training needs. Preparation of the training materials. Delivery of the training courses. Evaluation and reporting of "PR and Communication Assistant" and Entrepreneurial courses.
Jan.2012 - Mar.2012 Jun.2012 – Jul. 2012. Oct.2012 - Dec.2012	Romania	National Agency of Cadastre and Real-Estate Publicity Project sponsor: IBRD & Romanian Government Reference: Victor Grigorescu – Project-Management Department Director victor.grigorescu@ancpi.ro	Trainer	Trainer for the project "*Complementing EU Support for Agricultural Restructuring in Rural Areas*", run by the National Agency of Cadastre and Real-Estate Publicity, co-financed by an IBRD loan; Trainer on topics related to social communication, conflict mediation, relationships with vulnerable groups and conflict management. The training program objective was to develop and deliver three training modules covering over 150 persons. The 10-course series have each been delivered to groups of 8-14 persons and have taken place in the counties of Alba, Argeş, Suceava, Olt, Bihor, Mureş, Dâmboviţa, Bucharest and Braşov. The training curriculum included both a theoretical part (20%) and case studies, exercises, role-plays, and other practical applications (80%). The course participants have been representatives of the Mayor's Halls, of ANCP, of the County Cadastre and Real-Estate Publicity Offices, and employees of the companies performing the systematic registration works.

Jun.2012 – Nov.2012	Romania	MS Expert Mob SRL – project based Project sponsor: IBRD & Romanian Government Reference: Paul Matei - Administrator paul.matei@msexpertmob.ro	Trainer	Trainer for the project *„Training the personnel of the Management Authority and of the County Rural Development Departments for the implementation of the National Program for Rural Development (NPRD)"*,under the technical assistance financed by IBRD for the Ministry of Agriculture and Rural Development – the Management Authority for the National Program for Rural Development (NPRD -series of training courses on Communication, Information and Publicity run for the Management Authority and of the County Rural Development Departments.
Nov.2011 May 2012 – Jul.2012; Sep. 2012	Romania	Schultz Consulting SRL Project's sponsor: SOP HRD 2007 – 2013 Reference: Marius Donțu Director General marius.dontu@schultz.ro	Trainer	Trainer for the projects run by Schultz Consulting SRL, among which "Entrepreneur for Performance", part of contract SOP HRD 92/3.1. /S/63886, financed by the European Social Fund as part of the Sectorial Operation Program for the Development of HR The main responsibility consists of delivering successive training courses on Marketing, Time Management, Negotiation, Team Management, Leadership, Communication and Public Relations. Other courses: Communication and Media Relations, Internal Communication.
Jul. 2008	Romania	National Institute of Public Administration Project sponsor: EC - Phare Programme Dan Petrescu Training Coordinator dan.petrescu@euromg.ro	Trainer	The development and delivery of a training course called "*Institutional Communication and Negotiation Techniques*." The main responsibilities consisted of: - Assessment of the training needs. Preparation of the training materials. Delivery of the training course. - Evaluation and reporting.
June 2003 – April 2008	Romania	BDR Associates Communication Reference: Catalina Stan Rousseau President and CEO Romania & Republic of Moldova catalina.stan@bdr.ro	Training coordinator & Trainer	Training coordinator for the courses on Communication and Media Relations for: Marsh, The Ministry of Health of Republic of Moldova, Sanador, The National Sanitary Veterinary and Food Safety Authority (ANSVSA), The National Agency for the Development of Mining Regions in Romania – ANDZM Coordinator of training courses on crisis management and media management for Delphi Packard. Coordinator of training courses and training on media relations and public speaking for TERAPLAST
Evaluation of Projects				
May 2015	Belgium (remote evaluation)	European Commission Education, Audiovisual and Culture Executive Agency Reference: André Khajakian – Experts' Coordinator / Financial officer Andre.Khajakian@ec.europa.eu	Expert	Evaluating proposals submitted in response to the EAC-A04-2014 call for proposals, issued on the bases of the **Erasmus + Capacity Building and Large-Scale Events**.
Oct. 2015	Belgium (remote evaluation)	European Commission Education, Audiovisual and Culture Executive Agency Reference: André Khajakian – Experts' Coordinator / Andre.Khajakian@ec.europa.eu	Expert	Evaluating proposals submitted in response to the EAC-A04-2014 call for proposals, issued on the bases of the **Erasmus + Capacity Building in the field of Youth** – R2 - 2015
March 2016	Belgium (remote evaluation)	European Commission Education, Audiovisual and Culture Executive Agency Reference: André Khajakian - Experts Coordinator / Andre.Khajakian@ec.europa.eu	Expert	Evaluating proposals issued on the basis of the **Erasmus + Capacity Building in the field of Youth** – R2 – 2016
July-Sep.2016	Belgium (remote evaluation)	European Commission Education, Audiovisual and Culture Executive Agency Reference: André Khajakian - Experts Coordinator / Andre.Khajakian@ec.europa.eu	Expert	Evaluating proposals issued on the basis of the **Erasmus + Capacity Building in the field of Youth** – R3 – 2016
Jan.-Feb.2018	Belgium (remote evaluation)	European Commission Education, Audiovisual and Culture Executive Agency Reference: André Khajakian - Experts Coordinator / Andre.Khajakian@ec.europa.eu	Expert	Evaluating proposals submitted in response to the EACEA-26-2017 call for proposals, issued based on the **Erasmus+ Civil Society Cooperation in the field of Youth** 2018
Jan., 2019	Belgium (remote evaluation)	European Commission Education, Audiovisual and Culture Executive Agency Reference: André Khajakian - Experts Coordinator / Andre.Khajakian@ec.europa.eu	Expert	Evaluating proposals submitted within the framework of the **Erasmus+ program "Capacity Building in the field of Youth 2019**
March- April 2019	Belgium (remote evaluation)	European Commission Education, Audiovisual and Culture Executive Agency Reference: André Khajakian - Experts Coordinator / Andre.Khajakian@ec.europa.eu	Expert	Evaluating proposals submitted in response to the Erasmus+ Capacity Building in the field of Youth call for proposals – 2019.

Aug.– Sep. 2019	Belgium (remote evaluation)	European Commission Education, Audiovisual and Culture Executive Agency Reference: André Khajakian - Experts Coordinator / Andre.Khajakian@ec.europa.eu	Expert	Evaluating proposals submitted in response to the E+ European Youth Together 2019 call for proposals
Nov. – Dec.2019	Belgium (remote evaluation)	European Commission Education, Audiovisual and Culture Executive Agency Reference: André Khajakian - Experts Coordinator / Andre.Khajakian@ec.europa.eu	Expert	Evaluating proposals submitted for Civil Society Cooperation – Youth annual operating grants funded under the Erasmus+ program (KA3 – support for policy reform)
NGO/CSOs projects/ activities				
October 2013 – present	Romania	Nurses Order in Romania – Bucharest branch Project beneficiary: registered nurses from Bucharest Financed by the Nurses Order Reference: Carmen Mazilu – President mazilu.carmen@oammrbuc.ro	Capacity building and communication expert & editor in chief of the *E-assistant* magazine	- Consultancy activities for various projects of the Order: i.e the Order annual international conferences (7 editions), 7 annual editions of "The Excellence awards in nursing" Gala - Development of the international activities (i.e., partnership with Birmingham City University on health promotion curricula and training) - Setting twinning projects (with institutions and organizations from Rep. of Moldova) - Editorial activities (articles, interviews) for the organization publications (newsletter, website etc.); 54 editions (November 2013-July 2018) of the E-asistent.ro magazine (see: http://www.easistent.ro/?m=201311)
Nov 2016 – June 2017	Albania, Kosovo, Romania	Beneficiaries: Professional Associations of Evaluators from Albania (ASPE), Kosovo (KEN) and Romania (RoSE) Project sponsors: UNICEF & Ministry of Exterior, FI Contractor: IOCE (Intl. Org. for Coop.in Evaluation) Reference: Fation Luli – Project Manager fation.luli@evalbania.org	CSO activity - Trainer and communication expert	Transnational project: *ARK2GEA - Transnational cooperation Albania-Romania-Kosovo towards the implementation of Global Evaluation Agenda 2016-2020*. Main tasks: Provision of training to enhance project management capacities for EU accession in Albania and Kosovo Needs assessment to devise procedures and mechanisms to support evaluation mainstreaming Provision of coaching, initiating projects, advocacy, networking, and partnerships with CSOs, academia, public administration
December 2015- March 2016	Albania Romania	Beneficiaries: Professional Associations of Evaluators from Albania (ASPE) and Romania (RoSE) Project sponsor: IOCE Reference: Virgil Pamfil – Project Coordinator vpamfil@evaluatoriasociati.ro	CSO activity - Trainer and communication expert	Twinning Project: "*EvALRO – Development of equitable Evaluation practices incorporating Gender+ perspectives and cultural diversity in Albania and Romania through transnational cooperation*". Main tasks: Institutional assessment for modernization of public services in evaluation Provision of training, organizing workshops, initiating projects, networking and partnerships with academia (University from Elbasan)
July 2015 – September 2015	Iceland, Romania	Beneficiaries: NGOs from Romania (Duo Alternative Association and Iceland (Icelandic Human Right Centre) Project sponsor: EEA Grants rep by. MoEU Funds Reference: Bogdan Sticlosu bilateral.relations@fonduri-ue.ro	CSO activity - Project Coordinator	"Meeting for identifying potentialities for future cooperation and bilateral relations" financed by the Bilateral Relations Fund – Program - Technical Assistance and National Bilateral Fund MFE/RG/13084/16.03.2015 Main tasks: - Needs assessment to identify common interests, project planning, networking, and partnerships with CSOs
November 2014- March 2015	Macedonia and Romania	Beneficiaries: Two evaluation organizations from Macedonia (MEN) and Romania (RoSE) Project sponsor: IOCE Contractor: IOCE Reference: Virgil Pamfil – Project manager vpamfil@evaluatoriasociati.ro	CSO activity Trainer and communication expert	Twinning Project: *EVALCOMP RO-MK "Partnership for strengthening of capacities Macedonia by promoting the exchange of experience among professional VOPEs (Voluntary Organizations for Professional Evaluation)"* Main tasks: · Support for institutional strengthening and development of occupational framework · Provision of training, organizing workshops, networking, project visibility
May-July 2016	Romania (remote evaluation)	Beneficiary: International Organization for Cooperation in Evaluation (IOCE) Project Sponsor: FINNIDA. Reference: Virgil Pamfil – ROSE vpamfil@evaluatoriasociati.ro	Expert - Assessor of project proposals	Peer-to-Peer (P2P) Support Program- Small Grant Scheme Facility Main tasks: Provision of quality and financial assessment of full proposals (7FPs) according to PRAG Assistance for the Selection Committee in the quality evaluation of projects developing guidelines for calls for proposal, and preparing grant contracts
May-July 2015	Romania (remote evaluation)	Beneficiary: International Organization for Cooperation in Evaluation (IOCE) Project Sponsor: FINNIDA. Reference: Virgil Pamfil – ROSE vpamfil@evaluatoriasociati.ro	Expert - Assessor of project proposals	Peer-to-Peer (P2P) Support Program- Small Grant Scheme Facility Main tasks: Provision of quality and financial assessment of full proposals (7FPs) according to PRAG Assistance for the Selection Committee in quality evaluation of projects developing guidelines for calls for proposal, and preparing grant contracts

May-July 2014	Romania (remote evaluation)	Beneficiary: International Organization for Cooperation in Evaluation (IOCE) Project Sponsor: UNICEF and Ministry of Foreign Affairs of Finland. Reference: Virgil Pamfil (ROSE) vpamfil@evaluatoriasociati.ro	Expert - Assessor of project proposals	Peer-to-Peer (P2P) Support Program- Small Grant Scheme Facility Main tasks: Provision of quality and financial assessment of full proposals (7FPs) according to PRAG Assistance for the Selection Committee in quality evaluation of projects developing guidelines for calls for proposal, and preparing grant contracts
Dec.2014 – Oct. 2015	Romania	DUO Alternative Association Beneficiaries: pupils from 5 artistic schools from Bucharest, adults, and pupils from Bucharest Project sponsor: EEA Grants Reference: Florentina Virtej - President Florentina.virtej@duoalternative.ro	CSO activity - Project initiator & Project manager	Project Initiator and Project Manager for" Art does not hate. Celebrating Value" (PA17RO13/LP5 from 27.11.2014 financed under EEA Grants) project targeting the social inclusion of Roma children through a model of intercultural education and promoting performance / artistic accomplishments via impactful, high-quality educational and cultural activities that stimulate and sustain a positive attitude of acceptance and respect. The project included extensive qualitative research meant to evaluate discrimination in the schools included in the project, thematic workshops, a concert, advocacy campaign.
Business				
Jan. 2009 – Feb.2011	Romania	Procter & Gamble Romania Project sponsor: private multinational company Reference: Ecaterina Safarica Associate Director Communications, Procter & Gamble safarica.ef@pg.com	External Relations Expert	The main responsibilities included: - Coordination of the overall communication and Governmental relations activities of P&G Romania. - Governmental relations for the two P&G plants in Romania (Urlati / Prahova and Timisoara/ Timis); - Media-relations activities (over 350 articles and interviews carried out during the 2 years); - Community-relations activities – the development and implementation of the first edition of the community program "Growing together", run by the P&G Urlati plant in partnership with the Prahova Schools Inspectorate in two Urlati schools; more than 100 pupils have benefited from trainings on project management skills and have been able to implement their projects on P&G funding. - Delivery of key recognized contributions to the successful development and implementation of two of the most important communication projects of the company – Urlati Plant Grand Opening (Sep. 29th, 2010) and the 15th Anniversary of the first P&G Plant in Romania in Timisoara (Nov 23rd, 2010). At the Urlati Plant Grand Opening, the key participants have included the company CEO, the President of Romania, local and central authorities, and members of the press. The Timisoara event has been developed around the idea of rewarding performance, the theme being the analogy between manufacturing excellence and athletic excellence. The key participants have included the General Manager of P&G Romania, the Ambassador of the USA in Romania, local and central authorities, and members of the press.
Oct. 2008 – Nov.2008	Romania	"George Enescu" Philharmonic Orchestra– project-based; Project sponsor: GE Philharmonic budget Reference: Cristian Mandeal, General Director cristianmandeal@yahoo.com	Key Expert for the Media Campaign and Public Affairs	Developing and managing the Crisis Strategy caused by a legislative ambiguity that impacted the financial incomes of the artistic personnel. Performing media-relations activities (press conferences, interviews) and public-affairs activities (relations with opinion leaders, embassies, The Ministry of Culture and Cults, etc.)
May 2006- Sep. 2006 (full-time job)	Romania	BDR Associates Communication Project sponsor: Synovate Romania Reference: Catalina Stan Rousseau, President and CEO - Romania & Republic of Moldova, catalina.stan@bdr.ro	Project Manager and Strategic Communication Consultant	Project: Market research study organized for Synovate on the topic "*Corporate Social Responsibility (CSR) in Romania*". The study covered in-depth interviews set up and facilitated for over 30 representatives of the business field of the public opinion, of civil society, including opinion leaders from mass media.
June 2003- May 2008 (full-time job)	Romania	BDR Associates Communication Project sponsor: Procter & Gamble Reference: Catalina Stan Rousseau, President and CEO Romania & Republic of Moldova catalina.stan@bdr.ro	Project manager and Strategic Communication Consultant	Coordinator of the P&G Civic Education Program "*Learn to Change the World*!" for 2003-2008. The CSR program is run for P&G and covers over 200 schools in Romania and over 3,000 pupils. The children have been involved in a civic education program and in contests between projects developed and implemented by themselves. The project partners were UNDP and the Ministry of Education. The first 5 editions have been run under the patronage of the Romanian Presidency. The key responsibilities included the overall project coordination, the delivery of the various trainings and presentations, coaching for the pupils and the schools who have been thus able to implement their projects, the financial and technical monitoring and evaluation of the projects financed by P&G for the benefit of the schools. It also implied coordination with all the partners of the program, including public affairs activities, media relations etc.
Mar.2002- Feb. 2003 (full-time job)	Romania	BDR Associates Communication Project sponsor: ABBOTT Laboratories Romania (Pharma Division) Reference: Catalina Stan Rousseau, President and CEO, Romania & Republic of Moldova catalina.stan@bdr.ro	Project manager and Strategic Communication Consultant	Coordinator of the Information, Education and Communication campaign developed for ABBOTT Laboratories Romania (Pharma Division) that launched a new product (drug) in Romania. The project included: the overall coordination of the project, qualitative research via focus groups, press campaign organization, organization of large events, including a press conference at the Snagov Palace with the occasion of the drug launch event, where 350 physicians have been present.

June 2004 – April 2008 (full-time job)	Romania	BDR Associates Communication Project sponsor: ABN AMRO Bank Reference: Catalina Stan Rousseau, President and CEO Romania & Republic of Moldova catalina.stan@bdr.ro	Strategic Communication Consultant & Training coordinator	Coordinator of the ABN AMRO Bank "European Values" Program; involved since the beginning, have coordinated its activities during the period 2004-2008. The main responsibilities included designing and development of the training curriculum and materials for the two specialized courses in Banking Behavior entitled "Culture and Business Etiquette in Banking" and in Banking PR & Communication ,Financial PR: Acting associated teacher of this program since 2004, has been responsible for setting up partnerships with the two universities, designed the training materials, acted as host for the workshops, invited specialized speakers in banking and finance, organized the press conferences the media campaigns (interviews, articles). Initially organized as optional classes for both Faculty of Journalism and Communication Sciences, University of Bucharest and the Faculty of International Business and Economics, the Romanian Academy of Economic Studies in Bucharest, the program has continued only with the latter, where is now included in the official curriculum.
May 2002 – Jul. 2006	Romania	ADMINI Ltd.	Finance Manager Chief Accountant	Organizing, coordinating, and running the financial and accounting activity Handling the overall financial management of the company, including financial and commercial management of the business; planning, budgeting, and control; financial procedures & cost analysis.
Oct. 2001 – Mar.2002 (full-time job)	Romania	NATUREVO Ltd. Ioan Enoiu, General Manager office@naturevo.ro	Chief Accountant	Organizing and coordinating the activity of the financial & accounting department Effective financial management of the company, including financial and commercial management of the business; budgeting and control; financial procedures implementation and cost analysis Budgeting, reporting and fiscal consultancy.
Aug.1997 – Mar.1998 (full-time job)	Romania	Carmen's Group Ltd.	Customer auditor	Operations management. Control and coordination of the stock management and distribution. Customer supervision, marketing and financial responsibilities.
Academic Jobs				
Oct. 2003- June 2004	Romania	University of Political Studies and Public Administration Simona Mirela Miculescu – University Professor simona.miculescu@gmail.com	Associate Teacher	Organize Seminars on the academic course *Public Relations at international level*
Oct. 2004- June 2005	Romania	"Spiru Haret" University of B**ucharest** Simona Miculescu – Advisor to the President of Romania simona.miculescu@gmail.com	Associate Teacher	Organize Seminars on the academic course *Public Relations at international level*

13. Other relevant information (e.g., Publications):

i. "Public Relations and the universe of international communication" – Simona Mirela Miculescu and Mirela Mustata, the Publishing House of the „Romania de Maine" Foundation, 2003

ii. „Efficient Communication – The key to success in school management.", Raabe Publishing House, 2008 – to date.

iii. Executive Editor of 240 monthly editions of the *E-ASISTENT* Magazine - http://www.easistent.ro/