| PERSONAL DATA | Ionescu Adina-Ioana |

✉ Adina.ionescu@comunicare.ro

PROFESSIONAL EXPERIENCE

01.2021 – present

Assistant Researcher
(Project "The strategy for Romanian governmental communication management)

- Research and analysis of academic sources regarding governmental, institutional communication
- Monthly reports & analysis
- Communication analysis (social media, sentiment analysis)
- Image & institutional analysis
- Creating courses and trainings for professionalization

11.2022 – present

Project Leader
(FactBoost: Strengthening the fact-checking skills of journalists)

- Conducting meetings and setting the agenda
- Managing the implementation of the project
- Coordination of a project team of 7 people
- Providing support for creation of educational materials, trainings and tutorials for improving fact-checking abilities in journalists
- Responsible with external communication with sponsors, collaborators

09.2021 – 04.2022

Researcher
(You Verify Project, cod LC 01648381)

- Facilitation in the MOOC for English speaking participants
- Providing feedback on the MOOC features & content
- Creating national & cross-country reports
- Conducting interviews with policy makers, journalists and media literacy experts

05.2021 – 11.2021

Assistant Researcher
(Project "Violent Extremism As a Threat To Democratic Societies: The Role of Media And Online Social Networks as Enablers For Spreading of These Ideologies", Sofia Security Forum)

- Research and analysis of academic sources regarding populism, propaganda, extremism
- Creating the methodology and research tools
- Implementing the tools
- Data analysis (qualitative data analysis on social media networks)

03.2019 – 01.2020   **Junior Social Media**

Romanian Association of Debate, Oratory and Rhetoric (ARDOR)

- Management of social media channels for national headquarters (Facebook, YouTube, newsletter)
- Management of social media platforms for local branch (for specific events)
- Content creating for association's website and their social enterprise's Facebook page (DialogOn)
- Creating and implementing social media strategy
- Graphic design
- Article writing for association's blog
- Editing and updating WordPress website
- Communication with community's members (phone, email, social media messages)
- Brand book creation
- Implementing promotion and communication campaigns
- Creating and implementing Facebook Ads
- Communicating with partners and sponsors
- Creating an integrated strategy for the social enterprise of the association
- Coordinating the communication and promotion of one of the most important debate competition in Romania (Forumul Național de Dezbateri Academice 2019)
- Creating a database of resources for the communication & social media department
- Creating and implementing research tools
- Writing press releases and communicating with national and local press
- Making presentations for multiple purposes (promotion, sponsorship, pitch, clients)
- Video editing and subtitles

12.2018 – 06.2019   **Brand Manager**

National College "Gheorghe Lazăr", Bucharest

Lazar on Speaker is a public speaking competition for highschoolers

- Creating the brand and the brand's visual identity
- Creating and managing the communication strategy (off and online)
- Event organization (2 editions)
- Coordinating a 8 volunteers team
- Online communication with participants (mail and social media platforms)
- Finding sponsors and members of the jury
- Trainings for public speaking for the participants at the event

07.2016 – 02.2017   **Social Media Manager**

MiniMe Craft

- Creating and implementing the strategy for the Facebook page
- Communicating online with clients
- Writing articles respecting SEO standards, about bobbleheads (5 articles/week)
- Translating English- Romanian and Romanian – English

09.2015 – 02.2017   **Social Media Specialist**

Association Pachamama România

- Managing the Facebook page
- Creating and implementing the social media strategy
- Graphic design
- Writing articles in Romanian and English
- Translating English- Romanian and Romanian – English
- Video editing and subtitles
- Newsletter creation

08.2015 – Present   **Academic Debate Trainer**

Asociația Română de Dezbateri, Oratorie și Retorică

- Trainings for highschoolers on a variety of topics (research, public discourse, rhetorics, sociology, psychology, ethics, communication in modern age)
- Performance management
- Trainings for competitions
- Offering feeback and feedforward
- Internal events organization
- Mentorship for debate club's members
- Judging at local and national competitions
- Managing the Facebook page of the debate club

EDUCAȚIE

10.2020 – Present   **National School of Political Studies and Public Administration**
Doctoral studies
Faculty of Communication Sciences

10.2018 – 07.2020   **National School of Political Studies and Public Administration**
Master Degree
Faculty of Communication and Public Relations
Social Media and Online Marketing
Valedictorian

10.2015 – 07. 2018   **National School of Political Studies and Public Administration**
Bachelor Degree
Faculty of Communication and Public Relations
Advertising
Valedictorian

09.2011 – 06.2015   **National College „Gheorghe Lazăr"**

▪ Volunteer in school's extracurricular clubs (debate club, Theatre Festival „Florian Pittiș)
▪ 4th place National – School Olympiads for Social Sciences – Sociology
▪ Participation in international projects
▪ Participation at various school Olympiads (Romanian, History, Sociology)

SKILLS

Foreign Languages

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
	.				
Spanish	B1	B2	A2	A2	A2

DIGITAL SKILLS

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Experimented	Experimented	Experimented	Experimented	Experimented

Microsoft Office Suite , Excel, HTML, CSS - beginner, Canvaand photo editing softwares– intermediate, G Suite - Experimented Software de creare personaje 3D - beginner

ACADEMIC ACTIVITES

Conferences

- 6th International Visual Methods Conference (Bucharest, 16-19 July, 2019)
- Graduate Conference in Communication. Interdisciplinary Approach (10-11 September, 2020)
- International Conference Semiosis in Communication: *Culture, Communication and Social Change* (3rd edition), (May 26-29, 2021)
- Violent Extremism As a Threat To Democratic Societies: The Role of Media And Online Social Networks as Enablers For Spreading of These Ideologies – Conference, September 2021
- 14th annual International Conference of Education, Research and Innovation (8th - 9th of November, 2021)
- 3rd Critical Media Literacy Conference of the Americas (21-23 October 2022, Oackland, CA+online)

Articles

- TACKLING DIGITAL DISINFORMATION THROUGH SERIOUS GAMES – ICERI, November 2021
- Does it have to be human to be credible? Perception of digital avatars communication in Healthcare sector – December 2021
- o Extremism and Radicalisation as Threats to the Integrity of Democratic Processes. Media and Online social networks as Drivers and Enablers – *in review*
- o Definition of `E-Health`, The International Encyclopedia of Health Communication – Janaury 2023 , *in progress*

Dissertation Thesis	• *Gamification and Quantified Self in mental health applications: a study on mindfulness app users*
Bachelor Thesis	• *Gamification and social attention: an experimental study about stereotype identification in ads*