

PERSONAL INFORMATION

Alina Andreea Buzatu



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WORK EXPERIENCE

Sept 2018 - present

Regional Head of Strategy

VMLY&R, 39 Frumoasă Street, Bucharest, Romania, www.vmlyr.com

- Coordinating EMEA brands' strategic communication
- Supervising strategic direction of brands (Coca Cola, Danone, Ikea, BAT, Reckitt Benckiser, Alexandrion)
- New Business Advertising

Oct 2021 - present

Associate Lecturer

SNSPA, 30A Expoziției Bd, Bucharest, Romania, www.snspace.ro, www.comunicare.ro

- Conducting seminars and courses for BA and MA students | Faculty of Communication and PR Teaching/ Communication

Oct 2018 - present

Associate Lecturer

University of Bucharest, 5-7 Edgar Quinet Street, Bucharest, Romania, www.unibuc.ro, www.litere.ro, www.comunicare-relatiipublice.ro

- Conducting seminars and courses for BA and MA students | Faculty of Letters, Dpt. Of Communication and PR Teaching/ Communication

Apr 2017 – Aug 2018

Strategy Director

Friends / TBWA, 4 Ion Brezoianu Street, Bucharest, Romania, www.tbwa.com

- Brand strategy and communication strategy (Bergenbier, Angelini, Garanti Bank) and New Business
- Communication strategy for Friends for Friends Foundation Advertising

Aug 2016 – Apr 2017

Head of Strategy

Rusu + Borțun, 3 Corbeni Street, Bucharest, Romania, www.rusubortun.ro

- Strategic brand communication (Europa FM, Virgin Radio, Patru Maini, Caroli) and New Business
- Brand identity and brand audit Advertising/ Branding

Sept 2011 – Aug 2016

Head of Strategy

Geometry Global, 39 Frumoasă Street, Bucharest, Romania, www.geometry.com

- Coordinate brand strategy (P&G, Vodafone, Heineken, Goodmills, Child Helpline Organisation, MoneyGram)
- New Business, PR, HR
- Conducting exploratory/ qualitative research and processing quantitative research Advertising

Jun 2008 – Aug 2011

Strategic Planner

Geometry Global, 39 Frumoasă Street, Bucharest, Romania, www.geometry.com

- Strategic communication and research for agency brands (P&G, Romtelecom, Bancpost, GSK) Advertising

Aug 2007 – Jun 2008 **Junior Strategic Planner**
 Sister & CO, 5 Londra Street, Bucharest, Romania, www.sister.ro
 ▪ Strategic planning, consumer research, trend reporting, market analysis (Heineken, Holcim, Bayer) Advertising

EDUCATION AND TRAINING

Oct 2016 – Jul 2020 **PhD**
 University of Bucharest, Faculty of Letters, 5-7 Edgar Quinet Street, Bucharest, Romania, www.doctorat.unibuc.ro, www.litere.ro
 ▪ Postmodernism, Communication, Advertising

Oct 2008 – Jun 2010 **MA**
 University of Bucharest, Faculty of Letters, MA Consultancy and Expertise in Advertising, 5-7 Edgar Quinet Street, Bucharest, Romania, www.litere.ro
 ▪ Communication, Advertising, Anthropology

Sept 2006 – Jun 2007 **BA (Erasmus Scholarship, Year III)**
 University of the Arts, BA Marketing and Advertising, London, UK, <https://www.arts.ac.uk>
 ▪ Marketing, Advertising, Creative Writing, Strategic Planning, Research, Copywriting, Media Planning

Oct 2004 – Jun 2008 **BA**
 University of Bucharest, Faculty of Letters, Communication and Public Relations Department, 5-7 Edgar Quinet Street, Bucharest, Romania, www.litere.ro
 ▪ Intercultural communication, Advertising, Anthropology, Semiotics, Public Relations, Mass-media
 ▪ Member of PRIME Romania Students' Association

Sept 2000 – Jun 2004 **Bachelor's Degree**
 „George Călinescu” Highschool, Constanta, Romania
 ▪ Bilingual Studies – Philology: Romanian, English

PERSONAL SKILLS

Mother tongue(s) Romanian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
Cambridge Proficiency Certificate and Cambridge Business English Certificate					
German	A1	B2	A2	A1	B2
Goethe Institute Zertifikat					

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
 Common European Framework of Reference for Languages

Communication skills

- Teamwork
- Workshop and research moderation
- Clarity in formulating requests
- Communication with representatives of both academic and commercial worlds
- Cross-cultural team coordination

These abilities have been developed within a professional frame (Regional Head of Strategy), a scientific one (Associate Lecturer) and as a student involved in research or in organising specialised events (Erasmus Scholarship).

- Organisational / managerial skills**
- Organising workshops (independent or in collaboration with research agencies)
 - Research (Focus Group, field research, database analysis, SM reporting, trend watching)
 - Leadership (at the moment, I'm responsible for a department of 7 individuals)
 - Interdisciplinary teams' coordination (Creative, Client Service, Strategy)
- These abilities were developed as a member of Effie competition Jury (2014-2022), a member of BEST Letter Colloquia Jury (2017-2022), member of UB Talks Jury (2017), as member of organising committee for Effie (2013) and for National Congress of Communication Students PRIME (2005).
- Job-related skills**
- Communication campaigns (Friends for Friends Foundation, MoneyGram, Coca Cola, Europa FM)
 - Positioning campaigns (Virgin Radio, Goodmills, Heineken, Danone)
 - CSR Campaigns (P&G, Vodafone, Heineken, GsK)
 - Educational campaigns (Black Button Books)
 - FR campaigns (Child Helpline Organisation)
 - Research (questionnaire design, FG and IDI moderation, data processing, reporting)
- These abilities have been developed in professional context, as Strategy Director.
- Computer skills**
- Good command of MS Office
- Other skills**
- Creative writing, contemporary dance, swimming

ADDITIONAL INFORMATION

- Publications**
- *Cultură și comunicare în societatea de consum. Discursul publicitar postmodern*, București, Ed. Paideia, 2022. ISBN: 978 – 606 – 748 – 680 - 3
 - *Tattoos – A Narrative Review*, Medicina International Journal <https://www.mdpi.com/1648-9144/58/3/342>, 2022
 - Interviews for IQads, Smark, Forbes, IAA School, AdHugger, 2019
 - *Postmodern consumer. Functions of Language in Communication*, University of Bucharest, 2017
 - *Cultural Tourism in Postmodernism*, University of Bucharest, 2017.
- Presentations**
- *Target Segments*, Smark, Bucharest, 2016
 - *Men in Postmodernism*, Smark, Bucharest, 2015
 - *Brands and Communities: from Hero to Everyman*, IAA-UAPR, Bucharest, 2015
 - *Promotions Now: The Treasure*, Smark, 2013.
- Projects**
- *On Gifts* Research, Bucharest, 2011.
- Conferences**
- *Tattoo. Instances of Disguise*, in „Mask: Identity, Communication, Contagion”, International Conference of Department of Communication Sciences, Faculty of Letters, U.B., Oct 2022
 - *Representations of Happiness*, in „Happiness; Its Ways”, University of Bucharest, Bucharest, 2018
 - *Criteria for Reconfiguring Space in Postmodern Culture*, in „Places, boundaries, communities. Mapping identities in a (dis)connected world”, Univ. of Bucharest, Bucharest, 2016.
- Classes and Seminars**
- Consumer Behaviour (Class and Seminar | 2021-present, BA students, year II, SNSPA)
 - Techniques for Promoting Businesses (Class and Seminar | 2021 - present, MA students, MCA, year II, SNSPA)
 - Intercultural Communication (Seminar | 2018 - present, BA students, year II, Faculty of Letters, U.B.)
 - Introduction in the Theory of Advertising (Seminar | 2019, 2021 - present, BA students, year II, Faculty of Letters, U.B.)
 - Integrated Campaigns (Class | 2021 - present, MA students, year II, Consultancy and Expertise in Advertising, Faculty of Letters, U.B.)
 - Contemporary Marks in Consumption Society (Optional Class | 2021, BA students, year I, Faculty of Letters, U.B.)
- Honours and awards**
- Effie Awards, Bucharest, Romania, 2011-2016 (11 awards)
- Memberships**
- Our Big Day Out – NGO Volunteer (2007-2019)
- References**
- Mircea Pascu (Regional Managing Director, VMLY&R)
 Corina Daba-Buzoianu (Conf. Univ. Dr., Faculty of Communication and PR, SNSPA)
 Silvia Marin Barutcieff (Conf. Univ. Dr., Faculty of Letters, University of Bucharest)