



Cătălina Grigorași

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🌐 <https://www.facebook.com/catalina.grigorasi>

Sex F | Date of birth 11.05.1987 | Nationality Romanian

WORK EXPERIENCE

Octombrie 2012 – nowadays **Teaching assistant**

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

- Preparing seminars for students
- PR Strategy for the MA in PR, Marketing and Advertising (NUPSPA in collaboration with University of Sheffield International Faculty, City College)
- Inviting young professional to collaborate with NUPSPA (seminaries and internships)

Business or sector: Education

Decembrie 2016 – Noiembrie 2017 **Marketing Manager**

Digital Authority Partners, Chicago

- Responsible for driving sales and brand awareness through social media, website, e-mail and e-commerce marketing
- Provide competitive analysis on various companies' market offerings; identify market trends, pricing/business models, sales and methods of operation.
- Work on identifying influencers in a specific market and contact them to generate brand awareness for our clients.
- Collect data on consumers, competitors and market trends and create actionable reports & recommendations.

Specialties:

- Email Marketing
- Social Media Marketing
- Digital Strategy
- Blog Management

October 2012 – March 2016 **Business Developer**

Fotosfera, Bucharest, Romania

- Building relationships with customers
- Developing an efficient network around Fotosfera for more visibility
- Contacting new clients

- Representing Fotosfera's image online and offline
- Building and maintaining clients' loyalty

Business or sector: Advertising

March 2016 - June 2016 PR Specialist in Online Management Reputation

- Working on the communication strategies in order to build reputation for various clients
- Implementing the strategies
- Managing online communication via Facebook
- Creating visual content on Canva and Adobe Photoshop
- Writing final reports regarding the efficiency of the strategy online implemented

Business or sector: Communication and Public Relations

February 2011-April 2011

Image Consultant

Premier Strategist, Bucharest, Romania

- Political PR
- Image consulting
- Managing political communication and image on blogs, Facebook and Twitter

Business or sector: Communication and Public Relations

January 2010- October 2012

Editor and Media Relations Officer for the project *Voices for Romania* GRASP (NGO), Bucharest, Romania

- Contacting journalists
- Dealing with professionals
- Editing articles
- Meetings with partners and media partners
- PR activities

Business or sector: NGO

March 2009 – September 2011

Redactor at <http://www.masteratpolitic.ro/> (this site is no longer available)

National University of Political Studies and Public Administration (NUPSPA), Bucharest, Romania

- Writing articles about Politics, Economy and New Media

Business or sector: Education

May – June 2010 Trainer

Trainer for AEGEE-Europe

- Organizing the training course Multilingualism in Europe, in Riga and Ogre (Latvia)

Business or sector: Education

October – December 2009

Member in the presidential campaign staff

- Media relations
- Media monitoring

Business or sector: Political Communication

October 2009

Volunteer for Prodemocrația

- I was involved in organizing the event *Youth Parliament*.

Business or sector: NGO

May 2007 – July 2009

Volunteer and group leader in several projects

Young Partners for Civil Society Development Association, Bucharest, Romania

- Teamwork and supportiveness
- Developing intercultural awareness
- Fostering leadership qualities and mutual understanding among young people at national and international level

Business or sector: NGO

EDUCATION AND TRAINING

2012-2015

Doctoral School – NUPSPA, Bucharest, Romania

2009 – 2011

Master's degree achieved as graduating the Master of Political Communications and Political Marketing at the National School of Political Studies and Public Administration, Bucharest

2006 – 2009

License in Communication and Public Relations, Faculty of Communication and Public Relations, National School of Political Studies and Public Administration, Bucharest

PERSONAL SKILLS

Mother tongue Romanian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	B2	B2	C1
French	B1	B1	B2	B1	B1

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

Communication skills:

- Good communication skills gained through my experience as Public Relation Officer at GRASP NGO.
- Good academic skills in writing scientific articles developed during my PhD project.

Managerial skills:

- Ability in conflict management (as PR Executive at Umbrella Communication);
- Leadership (I was responsible for a team of 6 people during an international project when I was volunteer at Young Partners for Civil Society Development Association);
- I understand how to use decision making to support the mission of the organizations through my work in various NGOs;
- I am promoting the organizational culture as student at NUPSPA but also in others activities I have been involved as a PR.

Computer skills:

- Microsoft Office: Word, Excel, Power Point, Publisher and Outlook used as part of my work.
- Facebook, YouTube and other social network sites: I use them often, I have recently investigated the use of Facebook in my PhD project and I have been working in online political communication for various politicians.

Other skills: I speak Spanish as I attended advanced Spanish language studies at Cervantes Institute, Bucharest.

Driving license: B

