



# Iulia-Maria Burnei

Date of birth: 08/08/1998 | Nationality: Romanian | [iulia.burnei@comunicare.ro](mailto:iulia.burnei@comunicare.ro)

## WORK EXPERIENCE

01/12/2020 – 01/03/2021 – București, Romania

**EDUCATION PROJECT ASSISTANT INTERN – FEDERAȚIA ROMÂNĂ DE FOTBAL (FRF)**

- Support in the planning, development and execution of email marketing campaigns.
- Support in analyzing campaign results and reporting results to the project team.
- Researching new methods to improve work processes and the quality of email marketing campaigns.
- Writing content for multiple FRF communication channels.
- Development of a social media content strategy for the National Football Academy channels.

## EDUCATION AND TRAINING

01/10/2021 – CURRENT

**DOCTORAL STUDIES - COMMUNICATION SCIENCES** – National University of Political Science and Public Administration

01/10/2019 – 15/07/2021

**MASTER'S DEGREE - MANAGERIAL COMMUNICATION AND HUMAN RESOURCES** – Faculty of Communication and PR, National University of Political Science and Public Administration

01/02/2021 – 15/07/2021

**POSTGRADUATE PSYCHOPEDAGOGICAL TRAINING PROGRAM - LEVEL I** – Faculty of Political Science, National University of Political Science and Public Administration

01/10/2016 – 15/07/2019 – București, Romania

**BACHELOR'S DEGREE - COMMUNICATION AND PUBLIC RELATIONS** – Faculty of Communication and PR, National University of Political Science and Public Administration

**Address** București, Romania

## LANGUAGE SKILLS

Mother tongue(s): **ROMANIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	C1	C1	C1	C1	C1
<b>FRENCH</b>	A2	A2	A2	A2	A2

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

## ● **DIGITAL SKILLS**

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### **My Digital Skills**

Microsoft Office | Social Media | MailChimp | Canva

## ● **CONFERENCES AND SEMINARS**

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20/10/2022 – 21/10/2022 – București, România

### **Strategica International Academic Conference 2022**

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Paper presentation - „Social media communication strategies of Romanian universities. A content analysis of Facebook and Instagram pages” made together with Diana-Maria Cismaru and Raluca-Silvia Ciochină

21/10/2021 – 22/10/2021 – Online

### **Strategica International Academic Conference 2021**

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Paper presentation - „Learning against the odds: an overview of lifelong learning and online learning in Romania” made together with Maria-Alexandra Manu and Cătălin Țuțuianu

26/05/2021 – 29/05/2021 – Online

### **Semiosis in Communication Conference 2021**

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Paper presentation - „A picture is worth a thousand job offers. The influence of candidates' CV photographs on the decision of HR specialists” made together with Maria-Alexandra Manu

10/09/2020 – 11/09/2020 – Online

### **Graduate Conference in Communication 2020**

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Paper presentation - „Exploratory study on the relationship between social media disorder, social anxiety, loneliness, impulsivity and social assurance”

## ● **VOLUNTEERING**

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01/10/2016 – 01/03/2021

### **Volunteering in educational, sports, cultural projects**

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Involvement in activities during all stages of the event (pre-event, during the event, post-event), having experience in:

- research and event planning;
- contacting partners and guests for the event;
- creating promotional materials for the event;
- managing online communication during all stages of the event;
- guest management, communication with participants and providing assistance;
- creation of post-event materials (press release, feedback form);
- evaluation of the event.