



Ioan Ungureanu

Date of birth: 23 Jun 1987 | **Nationality:** Romanian | **Gender:** Male | **Email address:** ioan.ungureanu@pastel.ro | **LinkedIn:** <https://www.linkedin.com/in/ioan-ungureanu/>

● ABOUT ME

13 yrs in comms | Human side of AI | Psychologist | Fatherhood advocate

● WORK EXPERIENCE

CO-HOST & CONTENT STRATEGIST EFECTIV PODCAST – EFECTIV PODCAST – 1 Jun 2024 – Current – BUCHAREST, ROMANIA

Efectiv Podcast is dedicated to observing, exploring, debating, and documenting the methods and mechanisms of impactful communication. Whether it's commercial, artistic, or social communication, we understand that words hold tremendous power. Our mission is to combine our expertise, creativity, and passion to discover how this power can transform our world into the place we aspire to live in.

Skills

Podcast management and production · Project Management · Content Strategy · Strategic Communications · Leadership

MEMBER OF THE EACA AI TASK FORCE – UNIUNEA AGENȚIILOR DE PUBLICITATE DIN ROMANIA (UAPR) / EACA – 1 May 2024 – Current

In May 2024, I had the honor of being appointed by the Uniunea Agențiilor de Publicitate din Romania (UAPR) and pastel as a member of an AI Task Force established by the European Association of Communications Agencies (EACA). This task force is composed of communication specialists from across Europe, working together to contribute our expertise and insights to support the EU's ongoing efforts regarding AI and the AI Act. I am both grateful and excited to be part of this initiative and plan to contribute to shaping the future of AI in our industry as best as I possibly can.

COMMUNICATION PRODUCT DEVELOPER – PASTEL – 1 Feb 2024 – Current – BUCHAREST, ROMANIA

Breathing life into fresh communication ideas and then working together with great people to turn them into products. Grateful for being part of a heart-shaped team.

Skills

Communication · Creativity and Innovation · Teamwork · Project Management · Brainstorm Facilitation · New Idea Implementation · New Business · Leadership

COPYWRITER – PASTEL – 1 Jan 2017 – 1 Mar 2024 – BUCHAREST, ROMANIA

In this multifaceted role, I've gained valuable experience across various aspects of advertising and content creation.

My key responsibilities include:

****Integrated Advertising Campaigns**:** Involved in concept brainstorming, communication strategy, and execution across digital and traditional media channels, including radio and TV. ****Content Strategy**:** Developed and executed strategies that increased brand engagement by 30%.

****Storytelling**:** Crafted compelling narratives for diverse campaigns.

****Audience Analysis**:** Conducted research to tailor content to specific audience needs.

****SEO and Analytics**:** Utilized SEO techniques and analytics tools to drive traffic and measure campaign effectiveness.

****Team Collaboration**:** Collaborated with designers, marketers, and other stakeholders in interdisciplinary teams.

****Community Engagement**:** Managed social media accounts and engaged with online communities.

Skills

· Copywriting · Cognitive Science · Writing · Communication · Content strategy · Social Media · New Media

FOUNDER – DADSAROUND – 1 Sep 2023 – Current – BUCHAREST, ROMANIA

I founded and currently develop DadsAround, the first platform in Romania dedicated to coaching, training, community, and support for divorced or separated fathers. The project addresses the specific challenges of men whose couple relationship with the mother of their child has ended, while their parental role continues.

DadsAround combines evidence-informed psychoeducation, community building, parental support, and practical guidance to help fathers build healthier relationships with their children, with themselves, and with the broader family system after separation or divorce.

The platform has developed across two complementary dimensions. Online, DadsAround produces educational content, newsletters, podcast conversations at Itsy Bitsy FM, live discussions based on recent scientific studies, parenting resources, and practical tools for fathers navigating emotional, relational, legal, financial, and everyday parenting challenges.

Offline, DadsAround creates spaces for direct, face-to-face work with fathers through monthly support groups, workshops, retreats, and community sessions. These formats are designed to reduce isolation, normalize discussion around fatherhood after separation, and help participants identify functional, realistic, and personally relevant solutions.

Together with psychotherapist and father Matei Stănculescu, as a cofounder, I coordinate and develop the project as a 360-degree support ecosystem that brings together professionals from psychology, ecosystem that brings together professionals from psychology, psychotherapy, coaching, law, finance, nutrition, medical fitness, and child and family support.

COPYWRITER – PEOPLE&PEOPLE – 1 Mar 2016 – 1 Oct 2016 – BUCHAREST, ROMANIA

At this political marketing start-up, I gained unique experience in crafting targeted social media campaigns, primarily on Facebook.

My role involved:

****Political Marketing****: Worked on high-stakes campaigns for one of Romania's major political parties during the 2016 administrative elections.

****Social Media Strategy****: Developed and executed social media campaigns that reached a wide audience and generated significant engagement.

****Content Creation****: Crafted persuasive and impactful messages tailored to specific voter demographics.

****Data Analysis****: Utilized analytics tools to measure campaign performance and make data-driven decisions.

****Teamwork****: Collaborated closely with a multidisciplinary team of strategists, designers, and analysts. -

****Client Relations****: Managed client expectations and provided regular updates on campaign performance.

Skills: Copywriting · Writing · Communication · Social Media Strategy

CONTENT WRITER – SOFTNEWS NET SRL – 1 Apr 2014 – 1 Dec 2015 – BUCHAREST, ROMANIA

At this online automotive magazine, I honed my skills in fast-paced content creation and editorial responsibilities.

My role involved:

****Specialized Content****: Wrote articles covering a range of topics including green technology, lifestyle, and gadgets in the automotive sector.

****High-Volume Writing****: Produced an average of 8 to 10 news articles per day, each ranging from 300 to 400 words.

****Editorial Duties****: Engaged in proofreading, editing, and writing weekly editorials and cover stories.

****Competitive Environment****: Worked in a digital-only media outlet that competed with traditional automotive news giants like Car Throttle, Autoblog, Jalopnik, Motor Trend, and Car and Driver.

****Quality Assurance****: Ensured the accuracy and reliability of content while adhering to tight deadlines.

Skills: Copywriting · Writing · Communication

JURNALIST – ADEVĂRUL HOLDING – 1 Feb 2013 – 1 Mar 2014 – BUCHAREST, ROMANIA

In this role at Romania's largest national newspaper, I gained a comprehensive skill set in journalism, from news writing to investigative reporting.

My responsibilities included:

****Versatile Reporting****: Covered a wide range of topics, from social and local events to in-depth investigations and documentaries.

****Content Creation****: Produced an average of five short news articles daily for the online platform and longer stories every two or three days for the print edition.

****Editorial Skills****: Involved in the entire editorial process, including information gathering, story formulation, and basic photo/video editing.

****Analytical Reporting****: Conducted extensive journalistic analysis and produced short video documentaries.

****Public Relations****: Interacted with various public figures, including the mayor of Bucharest and the Secretary of the Ministry of Culture, gaining valuable insights into administration, politics, and healthcare.

Skills: · Writing · Communication

JURNALIST – CANCAN – 1 Oct 2012 – 1 Feb 2013 – BUCHAREST, ROMANIA

At Romania's most-visited online tabloid at the time, I gained experience in fast-paced, high-urgency journalism.

My role involved:

****Social News Coverage****: Focused on social news, steering clear of show business, and adapted my writing to fit the tabloid style—short, emotive, and visually rich content.

****Multimedia Reporting****: Regularly took photographs and filmed short videos while on the field to complement my articles.

****Exclusive Reporting****: Worked under the constant pressure of finding fresh, exclusive stories, honing my skills in quick information gathering and story development.

****Content Adaptation****: Mastered the art of tailoring content to suit the tabloid's unique audience and format.

****Sense of Urgency****: Developed a keen sense of urgency, a skill that's invaluable in any fast-paced work environment.

Skills: Writing · Communication

JURNALIST – ADEVĂRUL HOLDING – 1 Nov 2011 – 1 Oct 2012 – BUCHAREST, ROMANIA

In my first full-time role at Romania's largest national newspaper, I laid the foundation for my journalism career.

My responsibilities included:

****Foundational Experience****: This role marked my first full-time interaction with journalism in its traditional, printed form, providing me with a strong foundation in the field.

****Diverse Reporting****: Covered a wide array of topics, from social and local events to investigative pieces, adapting to the editorial needs of the day.

****Content Creation****: Engaged in daily story research, writing, and information gathering to produce various forms of journalistic content.

****Editorial Skills****: Participated in the entire editorial process, including basic photo and video editing.

****Adaptability****: Demonstrated flexibility in covering different types of stories based on the newspaper's editorial requirements.

Skills: Writing · Communication

TOUR GUIDE – BUNGEE INTERNATIONAL – 1 Jun 2009 – 1 Sep 2011 – BUCHAREST, ROMANIA

In this entrepreneurial venture, I transitioned from a receptionist role to co-running guided walking tours in central Bucharest.

My experience included:

****Business Development****: Quickly evolved from a receptionist to a key player in a small, three-person business, focusing on guided walking tours.

****Customer Engagement****: Conducted 3 to 4-hour tours with an average of 5 participants, offering an immersive experience of Bucharest.

****Marketing Efforts****: Took grassroots marketing initiatives like printing 4,000 flyers and distributing them across hostels and hotels in Bucharest. Also maintained an online booking website.

****Operational Efficiency****: Managed to balance this part-time venture with full-time commitments, averaging two reserved tours per day.

****Business Acumen****: Gained invaluable insights into running a small, profitable business, despite having to terminate the venture due to other commitments.

Skills: Communication, Entrepreneurship

CUSTOMER SERVICE REPRESENTATIVE – EUROTEAM REAL ESTATE MANAGEMENT – 1 Nov 2007 – 1 Jun 2008 – BUCHAREST, ROMANIA

As a full-time receptionist at one of Bucharest's most frequented hostels, I wore multiple hats to ensure smooth operations and an excellent guest experience.

My responsibilities included:

****Front Desk Operations****: Managed check-ins, check-outs, and invoicing, often during night shifts across two central locations.

****Tourist Guidance****: Acted as an informal guide, providing guests with information on Bucharest's main attractions.

****Online Management****: Handled online bookings and customer support while maintaining up-to-date accounts on platforms like Hostelworld and Hostelbookers.

****Vendor Relations****: Maintained healthy relationships with business partners, ensuring a seamless supply chain.

****Facility Maintenance****: Took on administrative duties, from minor repairs to network maintenance in communal areas.

****Customer Experience****: Focused on creating a welcoming atmosphere, often leading to lasting friendships with guests.

Skills: Communication

CUSTOMER SERVICE REPRESENTATIVE – THE MIDLAND YOUTH HOSTEL – 1 Jun 2008 – 1 Sep 2011 – BUCHAREST, ROMANIA

In this role, I served as the front-line contact in a luxury villa catering to business travelers.

My multifaceted responsibilities included:

****Reception Duties****: Managed the front desk, overseeing check-ins, check-outs, and invoicing for guests.

****Online Operations****: Handled online bookings and customer inquiries, while keeping accounts updated on platforms like Bookings.com and Ratestogo.com.

****Business Relations****: Maintained strong relationships with business partners to ensure seamless operations.

****Facility Oversight****: Conducted regular checks and minor repairs to ensure the villa's amenities were in optimal condition.

Skills: Communication

● **EDUCATION AND TRAINING**

1 SEP 2024 – 1 JUL 2026 București, Romania
MASTER'S DEGREE IN EDUCATIONAL PSYCHOLOGY AND PSYCHOLOGICAL COUNSELING Facultatea de Psihologie și Științele Educației, University of Bucharest

Website <https://fpse.unibuc.ro/> | Level in EQF EQF level 7

1 OCT 2022 – 1 JUL 2025 București, Romania
BACHELOR'S DEGREE IN PSYCHOLOGY - COGNITIVE SCIENCES Facultatea de Psihologie și Științele Educației, University of Bucharest

Website <https://fpse.unibuc.ro/psihologie-si-stiinte-cognitive/> | Level in EQF EQF level 6

1 OCT 2011 – 1 JUL 2013 București, Romania
MASTER'S DEGREE IN JOURNALISM (WITHOUT MASTER'S THESIS) Facultatea de Jurnalism și Științele Comunicării, University of Bucharest

Website <https://fjsc.unibuc.ro/> | Level in EQF EQF level 7

1 OCT 2006 – 1 JUL 2009 București, Romania
BACHELOR'S DEGREE IN JOURNALISM Hyperion University

Website <https://www.hyperion.ro/> | Level in EQF EQF level 6

● **LANGUAGE SKILLS**

Mother tongue(s): **ROMANIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C2	C2	C2
GERMAN	A1	A1	A1	A1	A1
FRENCH	A1	A1	A1	A1	A1

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

● **SKILLS**

Inteligență artificială | Artificial Intelligence Fundamentals

● **DRIVING LICENCE**

Driving Licence: B

● PUBLICATIONS

2025

Keep Calm and Be a Dad: Psychosocial Factors and Fathers' Emotional Well-Being

This article examines how perceived social support, parental competence, parenting styles, neuroticism, marital status, and time spent with children relate to Romanian fathers' emotional well-being. Based on a cross-sectional study of 106 fathers, the paper highlights the protective role of social support and parental competence in reducing symptoms of depression, anxiety, and stress, with particular attention to differences between married and divorced or separated fathers.

Ungureanu, I. C., & Golu, F. (2025). Keep Calm and Be a Dad: Psychosocial Factors and Fathers' Emotional Well-Being. *Studia Doctoralia. Psychology and Educational Science*, 16(2). DOI: 10.47040/sdpsych.v16/2.191

Authors: Iacon Cristian Ungureanu, Florinda Golu | **Journal Name:** STUDIA DOCTORALIA. PSYCHOLOGY AND EDUCATIONAL SCIENCE

● CREATIVE WORKS

10 AUG 2023 – 31 DEC 2023

FAN Courier - Campanie aniversară 25 de ani

Anniversary campaign marking FAN Courier's 25 years of activity as the leader of the local courier market. This was the first major integrated communication project developed together with pastel as the brand agency.

The platform, built around trust — a fundamental pillar for FAN Courier — was designed to strengthen the brand promise towards employees, partners, clients, and collaborators, while highlighting the vital role of trust in consolidating and promoting the reputation of the Romanian business environment.

Link <https://www.iqads.ro/articol/64887/un-parteneriat-bazat-pe-incredere-pastel-si-fan-courier-lanseaza-prima-campanie>

1 FEB 2022 – 1 APR 2022

#returlahateculove

pastel and Sameday transformed February, traditionally known as the month of love, into an opportunity to launch an awareness campaign about the emotional and psychological implications of using aggressive language.

By taking love out of its romantic context and associating it with kindness and the functional expression of emotions, Sameday's campaign became part of the courier brand's strategy to go beyond its direct area of business and engage in actions that benefit the community. The company used its voice and resources to contribute to a more tolerant, empathetic, and people-oriented environment.

Link <https://www.iqads.ro/articol/58926/sameday-face-returlahateculove-intr-o-noua-campanie-semnata-de-pastel>

1 JUL 2022 – 1 AUG 2022

An de An cu Leoni - pitch Agenție de brand

pastel became the brand agency for Leoni Wiring Systems Romania in July 2022, after winning an integrated communication pitch.

Year by Year with Leoni — *20 Years of Leoni Bistrița* was the first anniversary campaign implemented within the new partnership.

The collaboration between pastel and LEONI began with the redesign of the company's visual identity, as a first step in revitalizing and adapting the LEONI brand to the company's needs and to the realities of the automotive industry in Romania. This was followed by the first anniversary campaign, marking 20 years of LEONI's presence in Bistrița. *Year by Year with Leoni* included creative development, tactical employer branding actions, and social media management.

Link <https://www.iqads.ro/articol/63492/pastel-si-brandul-leoni-romania-numara-rezultatele-campaniilor-desfasurate>