



## Lorena OPRICA

 Braşov, Graurului 13, BI E5, Ap 10

 +40 744 348 621

 lorena@sosedu.ro

**Date of birth** 18/04/1979 | **Nationality** Romanian

### PROFESSIONAL EXPERIENCE

July 2019 - present

#### Educational center Manager

S.O.S. EDU CLUB srl

S.O.S. EDU CLUB is a mentoring center with a strong social entrepreneurship component. The mission of the center is to provide 5th to 12th grade students with the additional support needed to better understand the subject matter of the school syllabus, to achieve (better) results in classroom assessments and national assessments.

**Type or sector of activity** Education

2007 - present

#### Consultant

BrandBerry, Braşov, [www.brandberry.ro](http://www.brandberry.ro)

BrandBerry is a company specialized in market research and marketing consulting .

**Type or sector of activity** Marketing Research / Advisory

2003 - 2007

#### Agent Turism și Ticketing

J'Info Tours, Bucharest

As a ticketing agent, I was responsible for identifying the most efficient routes for the company's customers, checking, preparing and selling air tickets and solving any critical situations.

As a travel agent I was responsible for keeping in touch with the clients of the company, transmitting information about the new products created by the company and collecting and systemizing the feedback provided by the clients.

**Type or sector of activity** Hospitality

### EDUCATION

2015 - present

#### Doctoral studies (to be completed)

National University of Political Studies and Public Administration, Bucureşti

- Sociology / Anthropology / Marketing Research

2007 - 2009

#### Master

Transylvania University of Brasov, Sociology Faculty

- Image campaign management

1998 - 2002

#### B.A.

Alexandru I. Cuza University, Iaşi, Mathematics Faculty

- Applied Mathematics

1993 - 1997

#### High School

„Andrei Mureşianu”, Braşov

- Mathematics

### NONFORMAL EDUCATION

Trainer

May 24<sup>th</sup> – June 16<sup>th</sup> 2017 | Education.

Institution: Chamber of Commerce and Industry Brasov

Qualification: Trainer (COR 242401)

Entrepreneurship

March 8<sup>th</sup> – November 23<sup>rd</sup> 2012 | Entrepreneurship

Institution: School for Startups UK & Fundația Post Privatizare Romania

Qualification: Social Media Marketing & e-Commerce.

Hospitality Management June 9<sup>th</sup> – December 9<sup>th</sup> 2005 | Hospitality Management  
 Institution: DIMA Consulting Group & Ministry of Tourism  
 Qualification: Hospitality Management (HoReCa).

Foundation in Travel and Tourism September 2003 | Air Transport, Travel and Tourism  
 Institution: the International Air Transport Association (I.A.T.A.)  
 Qualification: Travel & tourism Consultant & ticketing agent.

## CERTIFICATIONS

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June 2017 Trainer (COR 242401)

June 2006 Tour-Operator Travel and Tourism Agency Manager  
 Issued by Ministry of Transport, Construction & Tourism, Romanian Government on June 8<sup>th</sup> 2006.  
 Certification Number 11290.

September 2004 aMaDEUS Basic | operator certification  
 Issued by AMADEUS, Spain, on September 2004

March 2004 IATA/UFTAA | IATA operator certification  
 Issued by IATA, Montreal, Canada, in March 2004

## CONFERENCES, PUBLICATIONS

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Conferences " ACUM – International Colloquium of Social Sciences and Communication", Braşov, 17<sup>th</sup> to 19<sup>th</sup> of October, 2019, Faculty of Sociology and Communication. Paper : "Braşov, city of lost candidacies"

"ACUM – International Colloquium of Social Sciences and Communication", Braşov, November 9<sup>th</sup> to 11<sup>th</sup> 2017, Faculty of Sociology and Communication. Paper: "The cities of Brasov"

"Traveler and travelers. To look, to discover" Bucharest, 23-24 October 2015, Department of Communication Sciences in the Faculty of Letters of the University of Bucharest. Paper: "The (re)construction of Braşov identity".

Publications THE SYMBOLIC GEOGRAPHY OF BRAŞOV IN THE ONLINE ENVIRONMENT, Bulletin of the Transilvania University of Braşov, Series VII: Social Sciences, Law, ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), number 2 / 2020

BRAŞOV, CITY OF LOST CANDIDACIES. CASE STUDY. Bulletin of the Transilvania University of Braşov, Series VII: Social Sciences, Law, ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), Vol. 13(62) No. 1 – 2020, special issue, <https://doi.org/10.31926/but.scl.2020.13.62.3.14>

Workshops May 30 - June 2, 2016, "Intensive Statistics Workshop: From questionnaire to database and analysis. SPSS ". Prof. Dr. Habil. Bogdan Voicu. Brasov, Association for the Development of Entrepreneurship and Young Entrepreneurs.