

**Curriculum vitae**  
**Europass**

**Personal information**

Name, Surname  
E-mail  
Nationality

**Florin Zeru**  
[florin.zeru@comunicare.com](mailto:florin.zeru@comunicare.com)  
Romanian

**Professional experience**

Employer's name

Eurocommunication Association  
65 Dej St., Bucharest 1, Romania

Activity field

Non-governmental, non-profit organization

Period

December 2020 - present

Function

**Project manager**

Activities and responsibilities

Florin Zeru is project manager within the project ***Strategy for the management of the Romanian governmental communication***, carried out in partnership with the General Secretariat of the Romanian Government. The decision to be selected to that position was based on the solid experience of Florin in the field of European funds.

***"Strategy for the management of the Romanian governmental communication"*** - The aim of the project is to improve and unite the governmental communication at the level of the central public administration in Romania.

Period: December 2020 – April 2023

**Beneficiary:** General Secretariat of the Romanian Government

Specific tasks:

- Coordinates plans and is responsible for the efficient organization and implementation of the activities approved by the project at the Partner level;
- Ensures and is responsible for the correctness, legality, necessity, and timeliness of operations related to the implementation of the project;
- Effectively solves unforeseen administrative problems and communicates to the project manager (SGG) about those problems that exceed its decision-making level;
- Proposes ways to improve administrative activity and ensures the application of changes approved by the project manager (SGG);
- Supervises compliance with the requirements of the financing contract. Propose amendments to the financing agreement (where applicable);
- Checks and validates the quality of the documents produced within the project;
- Participates in Project-level meetings and/or meetings with MA POCA or other management/control institutions.

About the project: This project is co-financed by the European Social Fund (ESF) through the Operational Program Administrative Capacity (POCA), priority axis 1: Efficient public administration and judiciary, specific objective 1.1: Development and introduction of common systems and standards in public administration that optimize decision-making processes citizen-oriented and business-oriented, in line with SCAP.

Employer's name

National School of Political and Administrative Sciences Bucharest  
Bvd. Expozitiei, No. 30 A, Sector 1, Bucuresti, Romania

Activity field

Academic Sector

Period Function Activities and responsibilities	<p>February 2021 - present</p> <p><b>Research expert</b> (type III)</p> <p>The main role in the project „<i>New tools for the national strategy on adult continuing education in Romania Edu-C-Ad</i>” (SIPOCA Code 867) was to document, collect and analyzed the most relevant scientific contributions in the field of key cognitive competencies and abilities of adults in Romania and their needs for continuing education.</p> <p><b>Beneficiary:</b> Ministry of Education</p> <p>About the project: the general objective of the project was to develop the "National Strategy for Continuing Adult Education 2021-2027".</p>
Employer's name	National School of Political and Administrative Sciences Bucharest Bvd. Expozitiei, No. 30 A, Sector 1, Bucuresti, Romania
Activity field	Academic Sector
Period	October 2017 - present
Function	<b>Associate Professor</b>
Activities and responsibilities	Speechwriting course; analysis of internal politics environment and developments.
Employer's name	National School of Political and Administrative Sciences Bucharest Bvd. Expozitiei, No. 30 A, Sector 1, Bucuresti, Romania
Activity field	Academic Sector
Period	September 2019 – November 2020
Function	<b>Expert</b>
Activities and responsibilities	<p>The main role in the project "<b><i>Strengthening the capacity of central public administration authorities to optimize processes for managing the organization and conduct of major sporting events in Romania</i></b>" SMIS 127961-cod SIPOCA 609 was to analyze the normative acts and regulations about continuous training of key actors involved in the management of major sporting events and elaborate proposals.</p> <p><b>Beneficiary:</b> Ministry of Internal Affairs of Romania</p> <p>Specific tasks:</p> <ul style="list-style-type: none"> <li>• Elaboration of proposals and identification of the optimal solutions for fulfilling the assumed objectives;</li> <li>• Analysis of normative acts and regulations on ensuring the continuous training of key actors involved in the management of major sporting events, in at least three UEFA affiliated states;</li> <li>• Participation in the workshops organized within activity 6.2 aimed at identifying good practices regarding the training of staff with responsibilities in the field of public order and safety, interventions in emergencies, and qualified first aid, as well as staff with responsibilities in the field of order and the safety of the participants inside the sports arenas;</li> <li>• Carrying out a comparative study between these states and Romania, the conclusions will be presented in the workshops organized by the project;</li> <li>• Contributions to the elaboration of the Plan of measures regarding the continuous training of the key actors involved in the management of the major sports events organized in Romania.</li> </ul> <p>About the project: The project was co-financed by the European Social Fund (ESF) through the Operational Program Administrative Capacity (POCA), priority axis 1: Efficient public administration and judiciary. The general objective of the project was to strengthen the capacity of the Ministry of Interior by developing tools for coordination, efficiency and increasing the quality of public order and safety, as well as managing interventions in emergencies and qualified first aid in organizing and conducting events major sports in Romania.</p>

Employer's name	National School of Political and Administrative Sciences Bucharest Bvd. Expozitiei, No. 30 A, Sector 1, Bucuresti, Romania
Activity field	Academic Sector
Period	April 2019 – November 2020
Function	<b>Expert for online and radio dissemination</b>
Activities and responsibilities	The main role in the project " <b><i>Mind the Gap: EU Cohesion Policy helps increase the quality of life of Romanian citizens</i></b> " was to provide support in the communication campaign and to implement social media and radio communication. Specific tasks: <ul style="list-style-type: none"> <li>• Implementing a complex online campaign, launched on several levels: <ul style="list-style-type: none"> <li>○ FACEBOOK. Through the Facebook page of the project (Mind the Gap), the CPD-SNSPA page, as well as other pages belonging to the SNSPA community, we constantly disseminated information during the active period of the project in a format specially adapted for social media. The Facebook Ads campaign had a total reach of over 1,300,000 people (mostly young people).</li> <li>○ FACEBOOK GROUPS. We have created 11 Facebook groups (built around areas where cohesion policy has generated impact projects in Romania), in which our experts have maintained a permanent dialogue on the effects of European funds. The groups have, at the end of the project, an estimated total number of almost 33,000 members.</li> <li>○ YOUTUBE AND TWITTER. We created a YouTube channel and a Twitter account dedicated to the project, promoting specific communication content.</li> </ul> </li> </ul> <p>About the project: The project was funded with support from the European Commission, Directorate-General for Regional and Urban Policy - "Support for information measures on EU cohesion policy".</p>
Employer's name	Ministry of Relations with the Parliament of Romania Victoria Palace, 1 Victoriei Square, Bucharest 1, Romania
Activity field	Public Sector
Period	March 2018 – April 2019
Function	<b>Adviser to the Cabinet of the Minister</b>
Activities and responsibilities	Speechwriting; analysis of internal politics environment and developments; media monitoring and comprehensive analysis; management of press-government relationship; overall management of outgoing government communication
Employer's name	Studio Twelve SRL 16 Colentina St., Bucharest 2, Romania
Activity field	Private Sector
Period	May 2017 – May 2018
Activities and responsibilities	PR Specialist expert within the project " <b><i>INFOAGRICOL - information project for the new generations about the Common Agricultural Policy in Romania, a country with an important rural profile</i></b> ", contract code: AGRI (2017) 0169 Specific tasks: <ul style="list-style-type: none"> <li>• Implements the communication strategy agreed with the project management;</li> <li>• Edits press releases, presentations of the CAP and the company, articles for websites, Facebook and Twitter, brochures, radio spots, etc.</li> <li>• Media monitoring and analysis, activity reports.</li> </ul> <p>About the project:</p>

The InfoAgricol project, funded by the European Commission, involved an information campaign on the Common Agricultural Policy in Romania. The campaign included direct meetings with young people in the 8 Development Regions of Romania, the dissemination of explicit and relevant materials on the application of the CAP in Romania, a radio campaign and an online information campaign.

Employer's name	Government of Romania Victoria Palace, 1 Victoriei Square, Bucharest 1, Romania
Activity field	Public Sector
Period	July 2017 – January 2018
Function	<b>Adviser to Communication State Counselor</b>
Activities and responsibilities	Speechwriting; analysis of internal politics environment and developments; media monitoring and comprehensive analysis; management of press-government relationship; overall management of outgoing government communication
Employer's name	Government of Romania, Victoria Palace 1 Victoriei Square, Bucharest 1, Romania
Activity field	Public Sector
Period	April 2017 – June 2017
Function	<b>Advisor to Government Spokesperson</b>
Activities and responsibilities	Speechwriting; analysis of internal politics environment and developments; media monitoring and comprehensive analysis; management of press-government relationship; overall management of outgoing government communication
Employer's name	Ministry of Labor, Family, Social Security and Elderly People 2-4 Dem I. Dobrescu, Bucharest 1, Romania
Activity field	Public Sector
Period	April 2015 – January 2016
Function	<b>Adviser to State Secretary</b>
Activities and responsibilities	Analysis of internal politics environment; media monitoring and comprehensive analysis; management and maintenance of social media accounts;
Employer's name	Multimedia Foundation for Local Democracy 3 Emil Pangrati St., Bucharest 1, Romania
Activity field	Non-governmental, non-profit organization
Period	July 2014 – March 2015
Function	<b>Expert analysis</b>
Activities and responsibilities	The main role in the project <b>"FA - Active women on the labor market"</b> POSDRU/144/6.3/S/130467 was to carry out research on the development of society, the social structure by groups and categories, social relations and institutions, social behavior and their influence on the individual. About the project: The project was co-financed from the European Social Fund through the Sectorial Operational Program Human Resources Development 2007-2013, priority axis 6 "Promoting social inclusion", major area of intervention 6.3 "Promoting equal opportunities on the labor market". The project aimed at training over 500 women; training and information sessions for 250 participants to promote gender equality; raising awareness of the principles of equal opportunities and gender in civil society, the media and public institutions, as well as developing and certifying the entrepreneurial skills of 100 women and supporting them in starting a business.

Employer's name	Politic Blueprint SRL 10 Făt Frumos St., Bucharest 5, Romania
Activity field	Private Sector
Period	March 2011 – March 2015
Function	<b>PR Specialist</b>
Activities and responsibilities	Analysis, interpretation and reporting of data obtained by means of field and office research; media monitoring and comprehensive analysis; activity and media presence reports for client purposes.
Employer's name	The Romanian Agency for Quality Assurance in Higher Education (ARACIS) 12 Spiru Haret St., Bucharest 1, Romania
Activity field	Public Sector
Period	May 2009 – April 2010
Function	<b>Student Expert Assessor of Higher Education Units</b>
Activities and responsibilities	Preparation of assessment reports in respect to the activity undertaken by the envisaged universities in accordance to ARACIS methodology.
<b>Education and training</b>	
Period	2015 - present
Qualification	PhD Student
Training body	National School of Political and Administrative Studies, Doctoral School
Period	2008 – 2010
Qualification	Master degree in Gender and Minorities Policies
Training body	National School of Political and Administrative Studies, Faculty of Political Sciences,
Period	2005 – 2018
Qualification	Bachelor Degree
Training body	Alexandru Ioan Cuza University, Iași, Faculty of Philosophy
National or international classification level	
	<ul style="list-style-type: none"> <li>• Team Work Training Course, organized by The National Agency for Supporting Youth Initiatives (ANSIT), Bucharest, Romania, 2007;</li> <li>• Project Management Training Course, organized by The National Agency for Supporting Youth Initiatives (ANSIT), Bucharest, Romania, 2006;</li> <li>• Summer school, organized by The National Council for Combating Discrimination (CNCD) for the purpose of raising awareness and improve communication and relating to vulnerable groups, Bucharest, Romania, 2007;</li> <li>• Internship at the Equal Opportunities Commission within the Romanian Parliament, Deputies Chamber, Bucharest, Romania, 2010.</li> <li>• Research for publication Schengen Examination. In the Search of European Public Sphere, Alina Bârgăoanu, Comunicare.ro, Bucharest, 2011;</li> </ul>
<b>Personal skills and competencies</b>	

Mother tongue

Romanian

Foreign Languages  
English

Reading  
Advanced

Speaking  
Advanced

Writing  
Advanced

Social skills

Team worker, communication abilities

Organizational skills

Organization leadership, teams and project management skills, developed in during my pr experience within Multimedia Foundation for Local Democracy;

Technical  
competencies

Key qualifications:  
Expertise in research, study elaboration  
Expertise in social cohesion area of European Union  
Evaluation and monitoring projects  
Strategic analysis, strategy elaboration and action plan definition  
Institutional building/ strengthening  
In-depth knowledge of EU work procedures  
Project coordination and management

Computer skills

Proficient command of social media tools (e.g. Facebook, Twitter, LinkedIn, Flickr, Issue, ' Good command of Microsoft Office™ tools (e.g. Microsoft Word, Microsoft PowerPoint, Excel)\*\*;  
Good command of data analysis software (e.g. NodeXL);  
\*\* ECDL – Advanced Certificate

Driving license

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