

**PERSONAL INFORMATION** **Ana-Maria-Violeta Voloc**E-mail: [ana.voloc@gmail.com](mailto:ana.voloc@gmail.com)

Nationality Romanian

**WORK EXPERIENCE**

May 2018 to present

**Communication Specialist**

National Bank of Romania, Bucharest

Designing and editing social media content, focusing on SEO and information accessibility;  
Collaborating with team members to develop and implement the NBR's online communication strategy (website, social media, mobile applications);  
Writing syntheses of the reports, statistical surveys and publications for social media.

**Business or sector** Banking

January 2017 to April 2018

**Cultural Advisor**

House of Culture, Odobești, Vrancea

Providing support in organizing & promoting community events and cultural activities;  
Publishing information on website;  
Revising texts, researching & documenting.

**Business or sector** Culture

March to April 2016

**Museum Intern**

National Museum of the Romanian Literature, Bucharest

Revising manuscripts;  
Providing support in organizing cultural events.

**Business or sector** Culture

October to December 2015

**Public Relations Intern**

Curtea Veche Publishing, Bucharest

Writing & producing PR materials: articles, press releases, presentations etc.;  
Publishing information on website & social media;  
Providing support in organizing cultural events (book launches, book fairs etc.).

**Business or sector** Culture

August to October 2014

**Content development – Intern Online Marketing**

Preda Publishing SRL, Bucharest

Writing & promoting sports-related articles;  
Publishing information on website & social media;  
Providing support in organizing book launches & attending book fairs.

**Business or sector** Culture

April to May 2013

**Marketing Volunteer**

„Dimitrie Gusti” National Village Museum, Bucharest

Writing & producing press releases, presentations and other PR materials;  
Providing support in organizing cultural events.

**Business or sector** Culture

## EDUCATION AND TRAINING

October 2018 to present

**PhD Student in Communication Sciences**

Doctoral School in Communication Sciences, National University of Political Studies and Public Administration, Bucharest

Member of Media Studies Lab (Center for Research in Communication): participating to research projects on media communication practices & effects and on social media's impact on consumers' behavior

2014 - 2016

**MA in Philology**

University of Bucharest, Faculty of Letters, Programme of study: Editing – theory and practice

Marketing & PR in Publishing; Hypertext, Electronic Formats, Multimedia; Translation and editing literary & scientific texts (English – Romanian); Rhetorics and Argumentation; Legislation and Cultural Policies in Publishing; Editing Textbooks; Script & Film Editing; Book Graphic Design; Practical Training in the Humanitas Publishing House (January and June 2015).

2014 – 2015

**Level I – Certification for teaching profession**

University of Bucharest, Faculty of Psychology and Educational Sciences – Teacher Training Department

Teaching competences in educational field of study (Communication Sciences);  
Design, development and evaluation of educational resources;  
Communicational and interactional skills with school children;  
Pupils' psycho-pedagogical assessment;  
The aptitude to put in practice the acquired knowledge;  
Methodological competences.

2011 – 2014

**BA in Communication Sciences**

National University of Political Studies and Public Administration, Faculty of Communication and Public Relations, Programme of study: Communication and Public Relations

Public Relations, Marketing, Advertising, Political Sciences, Geopolitics, Human Resources Management, Interpersonal Communication, Management of Image Crisis

## PERSONAL SKILLS

Mother tongue(s)

Romanian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
French	B2	B2	B2	B2	B2

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user  
[Common European Framework of Reference for Languages](#)

Communication skills

Efficient communication skills gained through my experience as Communications Specialist and Cultural Advisor;

Development of a multi-channel communication strategy;

Creative writing and storytelling skills.

**Digital skills** Good command of Office Suite (Word, Excel, PowerPoint, Access, Publisher)  
Content Management Systems  
SEO  
HTML  
Microsoft Front Page  
SPSS

## ADDITIONAL INFORMATION

**Publications**  
**Conferences**  
**Projects**  
**Courses & Seminars**  
**Honours and awards**

### Publications:

Buturoiu, R., **Voloc**, A. (2021). Media Coverage in Times of Crisis. Intermedia Agenda-setting of COVID-19-related Topics. *Romanian Journal of Communication and Public Relations*, 23(2), 7-22, ISSN: 1454-8100.

Boțan, M., Buturoiu, R., Corbu, N., **Voloc**, A. (2020). The Online Proliferation of Hate Speech Against the Roma Minority Group in Romania. In A. Țăranu (Ed.), *Proceedings of 7<sup>th</sup> ACADEMOS Conference, Politics and Knowledge: New Trends in Social Research*. Bucharest: Filodiritto Publisher, 56-64. ISBN 979-12-80225-00-9.

**Voloc**, A. (2019). Digital storytelling in museums. Trends and challenges. *Romanian Journal of Museums*, 1, 94-96. ISSN: 1220-1723.

**Voloc**, A. (2017). ICOM Code of Ethics and its applicability to museums. *Romanian Journal of Museums*, 1, 106-110. ISSN: 1220-1723.

### Conferences:

Buturoiu, R., **Voloc** A. (July, 2021). *Media Coverage in Times of Crisis. Intermedia Agenda-setting of COVID-19-related Topics*. IAI (International Academic Institute) Virtual Academic Conference.

**Voloc**, A. (May 2021). *Social Central Bankers. An Analysis of Central Bank Communication on Social Media During the COVID-19 Pandemic*. International Students' Conference on Communication (ISCC). Rethinking Communication and Interaction. Challenges and Opportunities in Times of Crisis, 9<sup>th</sup> edition, Cluj-Napoca, Romania, virtual conference.

Buturoiu, R., Corbu, N., Boțan, M., **Voloc**, A. (October, 2020). *Online Hate Speech against Ethnic Minorities. The Case of Roma People in Romania*. WAPOR (World Association of Public Opinion Research), virtual conference.

Boțan, M., Buturoiu, R., Corbu, N., **Voloc**, A. (October, 2020). *The Online Proliferation of Hate Speech Against the Roma Minority Group in Romania*, *Academos. Politics and Knowledge: New Trends in Social Research*, virtual conference.

Corbu, N., Tudorie, G., **Voloc**, A. (September, 2019). *What's up on Whatsapp: A Uses and Gratifications Approach*. Qualitative Research in Communication International Conference, 4<sup>th</sup> edition, Bucharest, Romania.

### Projects:

The project POCU/380/6/13/124708 no. 37141/23.05.2019, with the title *Researcher-Entrepreneur on Labour Market in the Fields of Intelligent Specialization (CERT-ANTREP)*, Bucharest, November 2020 – present

The POSDRU project *Digital competences for publishing industry in the era of electronic publications* – DIGIPUB, ID 156046, Bucharest, September – December 2015

### Honours and awards:

**Second prize** at the *Student Scientific Communication Sessions*, May 2014 – National School of Political Studies and Public Administration, Bucharest

### Courses & Seminars:

Virtual training on *Monetary Policy Communication* (November 2020)

*Writing statistical texts with an impact for different audiences* Webinar (October-November 2020)

*Economics for Non-Economists* Seminar (September 2019)

*iCEE.fest* Conference – digital industry event (June 2019)

The Power of Storytelling Conference – Rewrite (October 2018)

Journalism workshop with Zack Baddorf (September 2009)

