

FLORINELA MOCANU



CONTACT

LinkedIn:

<https://www.linkedin.com/in/florinela-mocanu-4b356b87/>

PROFILE

Driving license: B category

WHO AM I?

In my spare time I like to read psychological novels and romantic novels. I like to watch mystery movies and dramas. Seeing plays at the theater, music festivals and concerts, seaside escapes are some of activities I enjoy doing. My favorite hobby is to travel and to interact with different cultures of the world.

HOBBIES

Dancing (Bachata/Kizomba)
Board games
Travel

LANGUAGES

English (proficient)
French (beginner)
Spanish (beginner)

EDUCATION

PhD in Digital Literacy Studies, 2017 – present

The National University of Political and Administrative Studies

Doctoral thesis: Digital literacy in social media on different age categories

Project Management – Master of science (English program), 2015 – 2017

The National University of Political and Administrative Studies, Bucharest

Dissertation *Digital literacy among young adults in Romania*

Faculty of Marketing, 2012 – 2015

Bucharest Academy of Economic Studies

Graduation paper: *Planning a marketing communication campaign on the cultural market. Case study: In Culise Theater*

The Faculty of Communication and Public Relations, 2012 – 2015

The National University of Political and Administrative Studies, Bucharest

Graduation paper: *National themes and European themes in Romania TV shows during the electoral campaign for the European Parliamentary elections in Romania in 2014.*

Economic College Virgil Madgearu, Bucharest 2008 – 2012

Accounting, Bucharest

WORK EXPERIENCE

Learning and Enablement

- Enterprise Design Thinking Practitioner (IBM)- 2021
- Project Management Leadership and Behaviors for Today's Projects (IBM)- 2021
- MD002 Digital Manager Readiness Assessment and Development Program (IBM)-2021
- Trusted Partner- benefits of trust in professional relationships (IBM)- 2020

IBM – Worldwide Events Manager- Sept 2021 – Present

Bucharest, RO

- Digest all existing guidance from CHQ on digital platforms and their integration in the rest of events suite to optimize its diffusion within WW teams
- Manage event planning and execution: manage sponsorship, show-floor expo, the agency relationships and ensuring implementation and execution of the event strategy and plan with highest of standards and as per event brand experience guidelines.
- Manage event budget, continuously monitor event performance thereby optimizing activities, ensuring marketing created revenue commitments are met post event.
- Critical Thinking & Problem Solving through the ability to use knowledge, facts, and data to react decisively and effectively in order to assess problems and find solutions
- Planning and execution experience in both physical and digital events

PUBLICATIONS

Mocanu, F. (2021). Digital literacy in social media on age categories. (unpublished PhD. Dissertation)

Manole-Andrei, G. & Mocanu, F. (2021). Media Representation of Coronavirus in Romanian Press. National, European and International Themes. "Ovidius" University Annals, *Economic Sciences Series*, 21(2), 363-373

Mocanu, F. (2018). Digital Literacy Among Young Adults in Romania. *Management Dynamics in the Knowledge Economy*, 6(3), 449-470.

Duduciuc A., Ivan L. and Stănescu D. (2016). *Communication and social perception*. Co-author of the chapter: *Self-esteem and the motivation of the auto-realization*, pp.103-117.

Chiciudean, I. & Bira, M. (2015). *The Europe we vote for: National and European topics of the 2014 elections for the European Parliament*. Author of the chapter: *2014 Electoral campaign for the European Parliament elections in Romania. An analysis of Romania TV broadcast*, pp. 55-72

VOLUNTEERING

2014-2015

DaAfaceri Student Organization

The Creative Department is responsible with the creation of the promotional materials and with the conception of new ideas for the ongoing Projects.

BUSINESS SKILLS

Project Management
Brand Communication
Agile Thinking
Event Management
Retail Marketing
Design Thinking Practitioner

IBM – EMEA Events Manager- Process expert for events digital integration

Feb 2021 – Sept 2021

Bucharest, RO

- Provide specialist technical guidance and knowledge on digital platforms to support the IBM teams, partners, and agencies to develop highly impactful and engaging customer experiences with IBM preferred platform vendors
- Digest all existing guidance from CHQ on digital platforms and their integration in the rest of events suite to optimize its diffusion within EMEA teams
- Provide structured feedback to CHQ on enablement needs, guidance, blockers, and improvement priorities from an EMEA perspective
- Working through all the training modules for the platform vendors, comparing them, understanding their capabilities and in some cases producing further guidance documents that we can equally in turn share with your teams. Collecting findings and feedback from the EMEA teams

Projects: Bizzabo Admin trainings, Creation of the EMEA SME Division, Digital Platforms Tiger team integration, New Activity Tool consultancy, EMEA Events Publisher Development and Ownership

IBM - Event Manager for European Events

March 2019– 2021

Bucharest, RO

- Manage end to end event planning and execution: manage sponsorship, show-floor expo, the agency relationships and ensuring implementation and execution of the event strategy and plan with highest of standards and as per event brand experience guidelines.
- Manage event budget, continuously monitor event performance thereby optimizing activities, ensuring marketing created revenue commitments are met post event.
- Bring together all the involved internal and external parties to assure the success of the event (campaign managers, sales managers, third party organizers, agency, portfolio leaders)
- Work in an international environment and adapt to different work styles
- Critical Thinking & Problem Solving through the ability to use knowledge, facts, and data to react decisively and effectively in order to assess problems and find solutions
- Planning and execution experience in both physical and digital events

Projects: IBM @SDN NFV World Congress 2019, The Hague; IBM @Cyber Security Summit, London; Europe & MEA Supply Chain Series 2020 (Virtual Event)

Huawei Mobile Romania – BTL & In-store Communication Manager

2017-2019

Bucharest, RO

- Propose and implement BTL events and campaigns
- Agency briefing and pitching, Purchase Orders management, payment follow-up (multiple agencies)
- Keeping communication and good relations with national and international stakeholders (China, Poland, Greece, Hungary etc.)
- Project management for store construction items, intermediating communication between all parties involved (agency, field force, store staff **and retail partner**)
- Insure the brand guidelines when locally adapting and supervising implementation of promotional materials in shops (~500)
- Budgeting duties, construct and update annual budget plans, as per the company and department needs

Projects: Retail shop building expansion and upgrade, After Hills BTL Activation 2018, Design and construction of the Huawei POP-UP Store in Afi Cotroceni

COMPUTER SKILLS

Microsoft Office tools (Word, Excel, PowerPoint, Publisher, Expression Web 4),
Adobe Photoshop Basic,
Movie Maker,
IBM Publisher Pages
SPSS (beginner)
Social media skills (Facebook, Instagram, LinkedIn, Youtube)
Ability to learn new tools and operative applications

SOCIAL SKILLS

Team spirit, motivation, empathy

ORGANIZATIONAL SKILLS

Punctuality, sense of responsibility, leadership skills, decision making ability.

ARTISTIC SKILLS

Acting. Graduating Teen Media workshop June-September 2010, closing with the play „Paparazzi sau Cronica unui răsărit de soare avortat” taking place at September 20th at Nottara Theater in Bucharest, director being Cristian Bajora and workshop coordinated by Mihai Calotă.

Huawei Mobile Romania – Marketing Specialist

2015-2017

Bucharest, RO

- Organize stakeholder events (venue, giveaways, guest list)
- Handling launch campaigns on different media channels, like online, in store communication, media
- Maintain connections with top stakeholders (KOLs, sales partners)
- Create weekly sell-out reports and analyze the sell-out evolution by finding and adjusting the causes,
- Trade marketing cobranded campaigns with partners from budgeting to evaluation
- Field team and promoters’ management.

Projects: P Series Launch (P9, P10), BTL P9 Launch 2016, BTL Back to School campaign 2016, BTL Xmas Campaign 2016, BTL Summer Well 2017

Pessano’s Variety Store – Retail Sales Assistant

Jul-Sept 2015

Ocean City, New Jersey, USA

- Greet the customers, help the customers find the needed products
- Organize the products on the shelves, keep the store clean and neat;

BGS Divizia de Securitate – Marketing Intern

Apr-May 2014

Bucharest, RO

- Use the marketing instruments for creating Corporate Social Responsibility campaigns
- Create promotion materials and editorial plans for Social Media (Facebook)
- Support in the organization and promotion of the CSR event Bucurie cu o Jucarie

Scientific Communication Sessions

May 2015: ComunicarTe 12, Faculty of Communication and PR. “The connection between self-esteem and the motivation for auto-realization.”;

May 2014, ComunicarTe 13, Faculty of Communication and PR. “The gypsy students from the Faculties of Medicine in Romania and their integration in the higher education system”; (Ranked 1st place)

April 2014, Scientific Communication Session, Faculty of Marketing. “The country brand- Is the Romanian educational system reaching to the expectations of the students?”