



Constantin-Dorin BALAN

Nationality: Romanian **Gender:** Male **Phone number:** -

Home: (Romania)

WORK EXPERIENCE

Director of communications

HQ Multinational Corps South-East [07/2023 - Current]

City: Sibiu

Country: Romania

- Develop and implement communication strategies and campaigns;
- Manage the workflow of the Communications team;
- Identify and manage digital media and press opportunities;
- Grow and maintain a network and relationships with top-tier digital and mainstream media;
- Mentor Communications team members and provide feedback.

Head of Press office

Romanian Ministry of Defence (MoD) [07/2018 - 07/2023]

City: Bucharest

Country: Romania

- Managing media relations on a daily basis;
- Organizing press conferences for the MoD leadership;
- Drafting and publishing press releases and web-stories, organizing press tours;
- Drafting speeches, lines-to-take and key messages for the leadership;
- Conducting media events for ceremonies, exercises, public events.

Head of StratCom support, planning, analysis and evaluation

Romanian MoD [12/2015 - 07/2018]

City: Bucharest

Country: Romania

- Part of a team of professionals involved in planning, analysis and evaluation procedures;
- Organizing training events and delivering presentation on media topics;
- Drafting communication strategies, plans, and public affairs regulations;
- Evaluating communication activities at different levels of the organization;
- Planning and implementing nationwide public information campaigns (WeAreNATO.)

Section head - Media monitoring & analysis

Allied Command Operations - NATO [05/2014 - 08/2014]

City: Mons

Country: Belgium

- Preparing analysis of host nation media for official visits of senior NATO personnel;
- Articulating short and long-term trends associated with the various media outlets;
- Drafting weekly analysis of media trends pertaining to the organization's activities;
- Overseeing the production of a daily news review;
- Providing training to newly assigned personnel and briefing visitors of the HQ.

Press officer

Romanian MoD / Press office [10/2013 - 12/2015]

City: Bucharest

Country: Romania

- Member of crisis communication cell;
- Drafting key themes and messages;
- Charged with the drafting and issuing of news advisories and press releases;
- Directly responsible for the accreditation of the media.

Communication officer

Romanian MoD / Marketing and events office [09/2012 - 10/2013]

City: Bucharest

Country: Romania

- Project Officer for the organization of public events and awareness media campaigns;
- Led team in the annual review and drafting of the main strategic communication plans;
- Led the implementation of NATO/EU specialised doctrine into national rules;
- Trained newly assigned communication officers;
- Project officer and trainer for the media correspondents course.

Public affairs officer

Rapid Reaction Corps - France (International assignment) [09/2009 - 09/2012]

City: Lille

Country: France

- Drafted news releases, escorted journalists to various events, facilitated interviews;
- Drafted various types of publications, annual brochure, event-based newsletters;
- Member of the decision-making process in different working groups;
- Also served as media planner in Afghanistan as part of a six-month tour.

Media operations officer

Romanian MoD / Media operations office [09/2007 - 09/2009]

City: Bucharest

Country: Romania

- Charged with the media relations with foreign journalists;
- Responsible for drafting answers to queries according to the freedom of information law;
- Drafting a daily press review;
- In charge with updating the latest events section of the official webpage;
- Provided both quantitative and qualitative analysis of news stories;
- MoD media coordinator of the Executive Secretariat for the NATO Summit in 2008.

Information and public relations officer

Air Defence Staff / Air Defence Regiment [04/2003 - 08/2007]

City: Brasov

Country: Romania

- Managed all the communication aspects of the unit: media relations, speech drafting, events;
- Acted as the spokesperson of the unit and managed communication activities;
- A 12-month stage as reporter with the Military Media Center;
- Participated in a six-month tour in Iraq in 2007 as a Senior Public Information Officer.

Shift leader / Platoon commander

Air Defence Staff / Air Defence Regiment [07/2001 - 04/2003]

City: Brasov

Country: Romania

- Air surveillance shift manager leading a team of specialists in air defense matters;
- As a platoon commander, in charge with the training of newly recruited soldiers.

Corporate and public affairs consultant (part-time)

City: Bucharest

Country: Romania

- Drafting brand press releases for various clients activating in the field of IT and FMGC;
- Performing B2C related activities and KPI reports for businesses operating at national level;
- Providing media training to leadership and subject matter experts of different private companies;
- Drafting corporate media analyses, communication plans and strategic communication key points.

EU expert (EX2018D326694 and COMM 2021/0042) - European Research Executive Agency (REA) and DG-COMM (part-time)

City: Brussels

Country: Belgium

- Evaluating proposals submitted in response to a call for proposals based on the work programmes;
- Providing expert input in the evaluation process.

EDUCATION AND TRAINING

Irregular warfare and hybrid threats seminar

George C. Marshall Center - Garmisch, Germany [24/01/2023 - 10/02/2023]

Post-university course in Strategic communications

National Defense University - Bucharest, Romania [02/03/2020 - 17/07/2020]

NATO StratCom course

NATO School - Oberammergau, Germany [26/08/2018 - 07/09/2018]

Resources management course

Defense Regional Centre for Resources Management - Brasov, Romania [01/03/2017 - 12/05/2017]

EU Affairs training

Romanian European Institute - Bucharest, Romania [03/07/2013 - 18/07/2013]

Master's degree

Université "Charles de Gaulle" - Lille, France [15/10/2011 - 15/06/2012]

Public Affairs course

NATO School - Oberammergau, Germany [02/03/2009 - 13/03/2009]

Public Affairs qualification course

Defense Information School - Fort George G. Meade, United States [27/07/2005 - 12/10/2005]

Advanced English Language training

Defense Language Institute / English Language Center - San Antonio, United States [02/02/2005 - 27/07/2005]

Bachelor's degree (issued by the University of Bucharest) - Psychology and teaching sciences

"Spiru Haret" University - Brasov, Romania [01/10/2000 - 30/06/2004]

Bachelor's degree - organisational management

"Henri Coanda" Air Force Academy - Brasov, Romania [01/10/1996 - 30/07/2000]

LANGUAGE SKILLS

Mother tongue(s): **Romanian**

Other language(s):

English

French

LISTENING C2 READING C2 WRITING C2

LISTENING C1 READING C1 WRITING C1

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

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

PUBLICATIONS

"Fake news and their impact on military operations" (AUTHOR)

[2018]

"Official Journal of the Regional centre for defence resources management" - Braşov, Romania

"A press desk within the Joint Operational Centre" (CO-AUTHOR)

[2011]

Autumn 2011 edition of the "The Three Swords Magazine" - Stavanger, Norway

The Role of Sentiment Analysis and Data Mining Solutions in the Study of Fake News and Countering Disinformation (AUTHOR)

[2021]

Third edition of 2021 of the "Romanian Military Thinking" magazine - Bucharest, Romania

HONOURS AND AWARDS

Honours and awards

- 10/2009 - Class I specialist in Journalism and Public Relations awarded by the Romanian MoD;
 - 01/2011 - NATO "Non-article 5" Medal awarded by NATO;
 - 04/2011 - Medaille commemorative "Afghanistan" awarded by the French Ministry of Defence;
 - 12/2018 - National Order "Military Virtue" - rank of "Chevalier" awarded by the Romanian President.
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