



Victor-Emanuel Ciuciuc

Nationality: Romanian

WORK EXPERIENCE

University teaching assistant

National University of Political Studies and Public Administration (SNSPA) [10/2019 – Current]

City: Bucharest | **Country:** Romania

Seminar activities for the following courses:

- Management. Fundamentals - BEc, 1st year of studies;
- Marketing. Principles and theories - BEc, 1st year of studies;
- Introduction to economics. Management and Marketing - BEc, 1st year of studies;
- Marketing - MA, 1st year of studies;
- Brand positioning strategies and techniques - MA, 1st year of studies.

University research assistant

National University of Political Studies and Public Administration (SNSPA) [2020 – 2020]

City: Bucharest | **Country:** Romania

Member of the project team *Academic Connect: Partnership and international visibility for the promotion of teaching and research excellence of SNSPA* (code CNFIS-FDI-2020-0577).

Main responsibilities:

- Supporting the internationalization of SNSPA's academic community (by participating in the organization of the Online SNSPA Interantional Week 2020);
- Encouraging the development of international partnerships (by collaborating online with specialists from the EU to establish a database of SNSPA strategic partners);
- Strengthening SNSPA's international research platform (by producing a study in the volume Management and leadership in an interconnected world).

University research assistant

National University of Political Studies and Public Administration (SNSPA) [2021 – 2021]

City: Bucharest | **Country:** Romania

Member of the project team *Academic Advance: developing SNSPA's interdisciplinary research capacity of excellence in the field of Management* (code CNFIS-FDI-2021-0321).

Main responsibilities:

- assisting the project management in defining the structure and development of the computer platform for the popularization of doctoral research progress;
- writing texts and posts them on the computer platform for the popularization of doctoral research progress;
- checking and correcting any English texts posted on the computer platform for the popularization of doctoral research progress;
- producing at least 2 videocasts for the computer platform for the popularization of doctoral research progress (text, recording, audio-video processing, online publication, etc.);

- writing a minimum of three written materials of 6500 - 8000 signs, in Romanian, popularizing research for the computer platform for popularizing the progress of doctoral students' research;
- writing a chapter for the scientific volume with contributions of SNSPA doctoral students in the field of management proposed in the project.

Trainer

National Council of Small and Medium-Sized Private Enterprises in Romania [03/2022 - 05/2022]

City: Bucharest | Country: Romania

Trainer in the *Kickstart Student* project, POCU/829/6/13/141279.

Main activity: providing training on economic basics, targeting the field of entrepreneurship and business for all the students enrolled in the project.

In the end, the students who managed to pass all the tests and to present to the board a feasible and reliable business plan received up to 60.000 € grant from the EU, to start their business.

Digital Marketer

Ágora Vertical Communities, S.L. [05/2018 - 10/2020]

City: Madrid | Country: Spain

Main responsibilities:

- Creating digital marketing strategies, analysing our clients' businesses online presence, increasing brand awareness and sales. Measuring results and acting upon their optimisation.
- Social media marketing (Facebook, Instagram) & SEO/SEM campaigns, enhanced social media presence, growth, content creation and management.
- Utilising multiple tools and analytics in order to support customers in the accomplishment of their goals.

Junior Corporate Communications Officer - internship

ING Bank [12/2017 - 04/2018]

City: Bucharest | Country: Romania

Main responsibilities:

- managing and implementing the Bank's internal & external communication agenda;
- organising corporate events (premium banking, B2B and staff gatherings).

Marketing Executive - internship

OMV Petrom [06/2017 - 08/2017]

City: Bucharest | Country: Romania

Main responsibilities:

- I was responsible for the design, creation and implementation of regular promotions and campaigns, both local and national, and track their success, while permanently cooperating with other company's involved departments.
- Helping increase brand awareness, relevant differentiation, value, accessibility and emotional connection.
- Establish closed-loop analytics with sales to understand how our inbound marketing activity turns into customers, and continually refine our process to better fit our customers' needs.
- Helping in bringing new ideas for design and content creation to the team, using my background, while learning and gaining more know-how.

What I've learnt:

- Coordinating a cross-departmental project, from a given brief to a concrete campaign.
- Retail & customer journey in retail fuels, particularized on OMV's specifics (Viva Café, Viva Shop, etc.).

- Create product content (e.g. case studies, business cases) to articulate the benefits of the department's campaigns.
- Monitor, measure and manage brand equity/strength and how it evolves when it comes to the company's two available brands.

Achievements: The 2 local campaigns that started on the 15th of September of the same year.

Process Associate with English and Spanish

Genpact [04/2015 – 12/2015]

City: Bucharest | Country: Romania

Main responsibilities:

- Management of daily processes (VSAT offline reports, file transmission exceptions, investigation of stores not reporting sales for 3 or more days, SAP etc.) that serve to maximize availability of the technical systems used by the client's stores.
- Special project work as assigned by manager (team's schedule, helping the manager both in the employment and dismissing activities, other team management tasks, training organization, linking with Heineken Spain's employees and trainers in order to help us with the process's transition, "on the job" trainings, etc.)

Junior Consultant

ING Bank [06/2014 – 05/2015]

City: Bucharest | Country: Romania

Main responsibilities:

- Prospecting the market and identifying potential clients.
- Organizing presentations for clients in order to promote the bank's products.
- Taking part in the deployment of certain marketing strategies.
- Maintaining and managing the branch's relations with clients and foreign partners.
- Advising clients on services offered in the retail system, particularly in the SME sector.

What I've learnt:

- Retail banking basics.
- Familiarizing with the banking environment (products and how these are designed, customer approach, market sectors, client targeting, loyalty, means of attracting new clients).
- SME sector products and needs.
- How to create and design a presentation of your portfolio in order to fulfill your customer's needs, especially if dealing with the SMEs.

Achievements:

- New clients brought in the bank's portfolio.
- Approachability towards our clients.
- A good understanding of the banking environment, which triggered my curiosity of knowing more.

EDUCATION AND TRAINING

PhD in Management

National University of Political Studies and Public Administration - Multidisciplinary PhD School [2019 – Current]

Address: Expoziției Ave., no. 30A, 012244 Bucharest (Romania) | Website: <http://doctorat.snsps.ro>

M.A. in Educational Management

Technical University of Civil Engineering Bucharest [2020 – 2022]

Address: Lacul Tei Ave. no. 124, 020396 Bucharest (Romania) | Website: <http://dppd.utcb.ro>

M.A. in Brand Management and Corporate Communication

National University of Political Studies and Public Administration - Faculty of Communication [2017 – 2019]

Address: Expoziției Ave., no. 30A, 012244 Bucharest (Romania) | Website: <http://comunicare.ro>

B.Ec. in Marketing

University of Bucharest - Faculty of Business and Administration [2020 – 2022]

Address: Regina Elisabeta Ave., no. 4-12, 030167 Bucharest (Romania) | Website: <https://faa.ro>

B.Ec. in Management

University of Craiova - Faculty of Economics and Business Administration [2020 – 2022]

Address: Alexandru Ioan Cuza Street, no. 13, 200764 Craiova (Romania) | Website: <https://feaa.ucv.ro>

B.A. in Philology (Romanian Language and Literature - Spanish Language and Literature)

University of Craiova - Faculty of Letters [2017 – 2020]

Address: Alexandru Ioan Cuza Street, no. 13, 200764 Craiova (Romania) | Website: <https://litere.ucv.ro/litere/>

Erasmus Scholarship

University of Vigo - Faculty of Philology and Translation [2016 – 2017]

Address: Marcosende Ave., 36310 Vigo, Pontevedra (Spain) | Website: <http://fft.uvigo.es/es/>

B.A. in Applied Modern Languages (English - Spanish)

University of Bucharest - Faculty of Foreign Languages and Literatures [2014 – 2017]

Address: Edgar Quinet Street. no. 5-7, 010017 Bucharest (Romania) | Website: <https://lls.unibuc.ro>

Baccalaureate Diploma

National College "Gheorghe Lazăr" [2010 – 2014]

Address: Regina Elisabeta Ave., no. 48, 050018 Bucharest (Romania) | Website: <https://cnlazar.ro>

VOLUNTEERING

[2014 – 2017] ASLS Romania

Junior Marketing Developer Association of Foreign Language Students in Bucharest (ASLS)

Main responsibilities:

- Developing strategies to promote the image and the curriculum of the Faculty.
- Creating promoting materials for the Faculty's study programs.
- Establishing and maintaining connections with local and international press.
- Fundraising and keeping in touch with projects' sponsors.
- Translation of the Faculty's official discourses and press releases.
- Involving in the organization of specific students events: job fairs, cultural nights, "Open Doors Day", etc.

What I've learnt:

- Time management skills, effectiveness, approachability and diplomacy while dealing with various sponsors and educational partners, fundraising skills, media communication.

Achievements:

- All the admissions deployed in 2014-2017 period, for the undergraduate programs, in which I started from simply assisting, to coordinating the technical process, while assuring the proper communication, both online (on Facebook and on a dedicated site) and face to face, with the students willing to be admitted.

Link: <https://www.asls.ro>

[2015 - 2015] ASHA Centre, Gloucestershire, The United Kingdom

Erasmus + Training: Volunteer Management and Capacity Building The course organised by the ASHA Centre entitled "Volunteering Management and Capacity" was an Erasmus + mobility, which dealt with the following topics:

- Mobility of young employees.
- Developing young people's skills in volunteer management and justifying its importance.
- Promotion of volunteering among young people.
- Facilitating the exchange of international experiences on volunteering activities of participants.

The objectives of this course were:

- To train young people's skills in volunteer management.
- Reflect on the nature of voluntary work and its importance in the lives of young people today, especially in relation to current socio-economic needs (employment, social integration).
- A better understanding of volunteering both as a tool and as a method in youth practice.

LANGUAGE SKILLS

Mother tongue(s): Romanian

Other language(s):

Spanish

LISTENING C2 READING C2 WRITING C2

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

English

LISTENING C2 READING C2 WRITING C2

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

French

LISTENING B1 READING B1 WRITING B1

SPOKEN PRODUCTION B1 SPOKEN INTERACTION B1

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

DIGITAL SKILLS

Microsoft Office: proficient user of Word, Excel and Powerpoint / Herramientas de SEO SEMrush MOZ DeepCrawl ScreamingFrog

COMMUNICATION AND INTERPERSONAL SKILLS

Fast-learner

Curiosity & Willingness to learn

Strategic thinking

Management and organisational skills

Team player

Ability to handle pressure and meet deadlines

Diligent and organized

Technologically competent

Flexibility & Adaptability

Written communication

DRIVING LICENCE

Driving Licence: B

HONOURS AND AWARDS

[29/04/2017] Dukenet International Network

European Intensive Programme: Markstrat In this competition, my team won **3rd place, from a total of 95 teams**, with students from all over the European Union, winning therefore the **bronze medal**.

The European Marketing Strategy Competition (Markstrat) aims to test:

- application of marketing and management concepts;
- IT skills;
- specialized communication in English (Business English).

Links: https://adevarul.ro/educatie/universitar/aur-studentii-romani-competitie-internationala-marketing-management-it-1_5909fb055ab6550cb8c3f3eb/index.html | <https://www.protv.ro/stiri/studentii-universitatii-bucuresti-au-obtinut-trei-medalii-de-aur-doua-de-argint-si-trei-de-bronz-la-competitia.html> | https://www.dcnews.ro/studen-ii-universita-ii-bucure-ti-opt-medalii-la-markstrat_541749.html