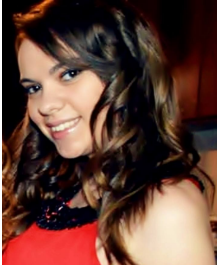


PERSONAL INFORMATION

Ligia-Elena Stroe



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Address: Bvd. Expozitiei 30A, SNSPA

**EXPERIENȚA
PROFESIONALĂ**

03/09/2018 – Present

**Marketing Specialist
Recaș Wineries**

- Creating and implementing the brand communication strategy;
- Active involvement in branding activities (developing the product portfolio);
- Creating and implementing the online communication plan on social media networks: Facebook, Instagram, LinkedIn (text and graphics);
- Creating graphic materials for the online content plan (processed materials or individually created product photos);
- Managing the brand's social media accounts: Facebook, Instagram, LinkedIn;
- Creating press releases and internal company announcements;
- Active involvement in organizing the corporate events;
- Creating communication materials for the sales force;
- Creating internal communication materials;
- Managing partnerships (e-commerce) with distributors; proposing concepts for themed packages and offers;
- Involvement in organizing internal and external company events;
- Creating and updating information on the company's website;
- Managing the brand's online community (via online groups and discussion forums);
- Initiating and maintaining relationships with the relevant content creators;
- Creating and updating product promotional sheets.

1.09.2020/1.09/2022

**Social Media Specialist (part-time collaboration);
www.antifake.ro / Eurocomunicare Association**

- Creating and implementing the brand's online communication strategy
- Creating content (text and graphics) to implement the social media strategy
- Managing the brand's social media channels (Facebook, Instagram, LinkedIn)
- Creating and managing the information published on the brand's website (posting materials, design)
- Creating and promoting the weekly newsletter using the MailChimp application

01/10/2019 – Present Teaching Associate (Part-time)
SNSPA, Bucharest
Faculty of Communication and Public Relations
Preparation and delivery of the seminar on Crisis Communication
Preparation and delivery of the seminar on Images and Symbols in Communication..

Projects:

- Coordinating the relationship with communication and advertising agencies within the "Brief Marathon" project, where students work with briefs for real clients and present their ideas at the end of the semester; coordinating the teams participating in the project, providing constant feedback;
- Active involvement in the tutoring program for the Bachelor's degree specialization in Communication and Emerging Media;
- Active involvement in organizing the international conference "Graduate Conference in Communication: Interdisciplinary Approaches" organized by SNSPA;
- Participation in the international Strategica 2021 conference (co-author) with the presentation "Hearing out your audiences: models, means and practices for social media listening in PR";
- Participation in the ECREA COMMUNICATION CONFERENCE (Co-author, September 6-9, 2021), with the presentation "Anatomy of the crisis. From social media controversy to brand boycott";
- Participation in the "Graduate Conference in Communication: Interdisciplinary Approaches" (September 10-11, 2020) with the presentation "United in frights over flights. An analysis of the 2017 United Airlines crisis visibility on social media";
- Participation in the "Graduate Conference in Communication: Interdisciplinary Approaches" (September 10-11, 2020) with the presentation "Entertainment industry in the spotlight. How PR professionals from the entertainment industry prepare for the crisis";
- Poster presentation: "Entertainment industry under the spotlight – How PR professionals from the entertainment industry prepare for the crisis" at the Risk & Crisis Communication Conference (March 9-12, 2020);
- Participation in the "Qualitative Research in Communication" conference (September 26-28, 2019), with the presentation "Fighting with the public. An analysis of the United Airlines crisis on social media."

01/02/2019 – 01/05/2019 Member of the organizing team
ROFest Trends, Chicago

- Creating promotional materials (graphics and text) for the event on social media (Facebook, Instagram, LinkedIn);
- Online promotion of the event within relevant public groups (Facebook);
- Providing logistical support during the event;

- Creating promotional materials for the event (posters, banners, flyers).

25/07/2017 – 03/09/2018

Junior Organizational Development Specialist Groupama Insurance

- Implementing and managing e-learning courses on the company's platform;
- Generating and analyzing e-learning reports from the company's platform;
- Creating communication materials for internal training sessions;
- Conducting recruitment and selection processes for the departments: Communication and Public Relations, Individual Marketing;
- Creating internal communication materials;
- Managing internal communication for e-learning, wellbeing, and organizational engagement projects;
- Managing the internal communication process on social media and intranet;
- Participating in the development and monitoring of the annual organizational engagement plan;
- Managing and promoting activities within the wellbeing program;
- Providing logistical support for allocated wellbeing events;
- Participating in the induction process.

01/10/2015 – 01/10/2018

Project Manager

(Freelancing) – *Project-based*; Online marketing agency (London);

- Coordinating the freelance teams in the departments: IT, Graphic Design, Production;
- Managing the company's social media channels;
- Creating creative content for the company's social media platforms;
- Developing and implementing Facebook Ads strategies;
- Developing and implementing Manychat (chatbot) strategies.

01/07/2016 – 01/05/2018

Creative Content Specialist

(Freelancing, *project-based*)

- Creating creative content for articles based on client requirements;
- Editing content through SEO optimization;
- Researching and writing articles on given topics;
- Managing the WordPress account and editing articles;
- Creating the content plan for monthly and weekly articles.

VOLUNTEERING EXPERIENCE

- 01/06/2016 – 01/06/2017 **PR Coordinator**
IQool, Bucharest (Romania)
- Coordinating the team in the event organization process;
 - Planning and attending department meetings;
 - Contacting project partners and sponsors;
 - Implementing the department projects;
 - Representing and promoting the project at various external events.
- 01/11/2014 – 30/07/2015 **PR&Ad Fair Organizing member**
PRIME România, Bucharest (Romania)
- Researching and contacting potential partners and sponsors for the event;
 - Negotiating participation offers for the event with partners and sponsors;
 - Contacting advertising agencies and proposing the offer to participate in the event;
 - Promoting the event within relevant student groups;
 - Promoting the event on social media (Facebook and YouTube).

EDUCATION

- 01/10/2019 – 01.10.2024 **PhD Studies**
SNSPA
Doctoral School – Communication Science
- The doctoral thesis "Crisis Communication in the Web 2.0 Era. Particularities of the Anatomy of Crises for Content Creators in Romania" explores the role played by brand promises and stakeholder expectations in affecting the online reputation of content creators in Romania.
- 01/10/2017–30/07/2019 **Dissertation Studies**
SNSPA
Faculty of Communication and Public Relations
- Social Media & Online Marketing
- Valedictorian - 10.00
- 01/10/2014–07/07/2017 **Bachelor Studies**
SNSPA
Faculty of Communication and Public Relations
- Merit Diploma for the results obtained in the academic year 2015-2016 Șef de an: 2016 – 2017

- Year Valedictorian: 9.62

15/09/2010–15/09/2014 High School Diploma
 „Aurel Vlaicu” Highschool, Breaza, Breaza (Romania)

PERSONAL SKILLS

Native language Romanian

Other languages:

	UNDERSTANDING		TALKING		WRITING
	Listening	Reading	Conversation	Oral discourse	
engleză	C2	C2	C1	C1	C1
franceză	B1	B2	B1	B1	B2

Digital skills

AUTO-EVALUATION				
Information processing	Communication	Content creation	Security	Problem solving
Experienced user	Experienced user	Experienced user	Experienced user	Experienced user