

Monica Elena COTEI

Curriculum Vitae

MARKETING & COMMUNICATION PROFESSIONAL

PhD. Student in Communication Sciences

Associated Professor at the Communications and Public Relations Faculty (FCRP, SNSPA)

Date of birth: 13.01.1977

Former (maid) name: Mărăcineanu | Married, two children (16y & 10y)

Bucharest, Romania

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Digital presence:

www.linkedin.com/in/monica-elena-cotei-380312a2/

www.facebook.com/monica.elena.cotei

<https://www.instagram.com/monica.cotei/>

www.monicaelenacotei.wordpress.com

Personal statement.

Former English teacher, translator and interpreter, with a MarComm background since 2014 and insurance experience of 14+ years, I am a passionate communicator always looking for ways to put my entire expertise to its best use.

I am an analytical person, good strategist, organized, meticulous and careful when taking decisions. I love solid grounds behind every action, thorough research stages and perfect planning in alignment with the project requirements. I have supervised teams in MarComm areas, coordinating advertising, PR, Social Media, Media agencies and participated in the creation and implementation of impactful advertising campaigns in various fields I have worked in.

In all my jobs since my early career in the years 2000, I have always performed to the best of my abilities, worked to exceed the targets and aimed to constantly improve. Moreover, since I am a late bloomer in the MarCom field, I have been studying further and permanently learning new things in these areas, both at work and in an academic environment.

Currently also a PhD student in Communication Sciences and Associated Professor at the Communication and Public Relations Faculty, SNSPA Bucharest, teaching to master programs courses on „Brands Positioning Strategies and Techniques”, „Social Media Branding” and „Online Public Relations”, occasionally having presentations also on crisis communication and online reputation management topics.

As far as the work environments are concerned, I truly believe in fair and honest policies applied by both parties, the employer and the employee, for the common benefit. Work relations are just another mirror we walk around with, so we'd better look into it regularly and like what we see. Otherwise, a job is not worth our days.



EDUCATION

Period	2017 – present
Title of qualification awarded	<p>PhD Studies in Communication Sciences, budget-paid entry, based on an academic presentation of my research theme, „<i>Social Media Addiction and Academic Motivation of Youth</i>”</p> <p>A delay in finalizing the PhD Thesis was due to the Covid-19 pandemic started in 2020, which affected my research topic and imposed both a restructure of the research model and a postponement in applying the research tools to avoid any biases.</p>
Principal subjects / Occupational skills covered	<p>Academic Writing & Research Methods (courses attended)</p> <p>Teaching seminars and courses yearly – Online Public Relations, Branding Strategies and Techniques, Crisis Communication, Online Reputation Management</p> <p>Participating as a guests in other courses held at the Faculty for master students</p> <p>Attending national and international profile conferences</p> <p>Publishing specific academic articles</p>
Name and type of organisation providing education and training	National University of Political Studies and Public Administration (SNSPA), Bucharest, PhD School
Period	2015 – 2017
Title of qualification awarded	<p>Master’s Degree - SOCIAL MEDIA AND MARKETING ONLINE Master Course, budget-paid entry, based on an essay presentation with the theme “<i>Construction of organizational image and reputation online – case study: GARANTA ASIGURĂRI</i>”</p> <p>Graduated as valedictorian, merit scholarship granted all semesters (first of the class)</p>
Principal subjects / Occupational skills covered	<p>Mass-media and society, Market research methods, Organizational communication in the global environment, Innovation and knowledge management in organisations, Public relations in online environment, Digital communication strategies, Writing and editing in social media, Crisis communication in online environment, Online Marketing, Branding through social media, Corporate social responsibility, Online publications management, E-business and digital promotion, Simulation in social media.</p> <p><i>Master’s Dissertation Thesis on „BRADET” Crisis (Subject: Crisis Communication)</i></p>
Name and type of organisation providing education and training	National University of Political Studies and Public Administration (SNSPA), Bucharest Communication and Public Relations and Communication Faculty (FCRP)
Period	1995 – 1999
Title of qualification awarded	Bachelor’s Degree, Double Specialisation Romanian and English
Principal subjects / Occupational skills covered	<p>Study subjects of Romanian and English language and literature (Literature Theory, Romanian Contemporary Language, English Contemporary Language, Universal Literature, English Literature, Romanian Literature, Folklore, Lexicology, Dialects, etc.)</p> <p><i>Bachelor’s Thesis on „Hieroglyphic History” by Dimitrie Cantemir (Subject: Old Romanian Literature, coordinator Dan Horia Mazilu)</i></p>
Name and type of organisation providing education and training	Bucharest State University Faculty of Letters



Other courses&certificates **Digital Transformation** (by www.masterplan.com), **Marketing Masterclass – Strategic Marketing, Branding, Communication** (by www.brandessence.ro), Certified Translator&Interpreter (Eng.-Ro.), Customer Relation courses, Motor Claims Settling, Introduction to reinsurance, Introduction to insurance, a.o.

PROFESSIONAL EXPERIENCE

Period	Oct 2023 - present
Occupation or position held	Communication Manager
Main activities and responsibilities	<ul style="list-style-type: none"> ➤ Setting the communication strategy for the Foundation, according to the communication pillars set, correlated to the business objectives ➤ Managing all communication as regards the programs the Foundation runs with various partners, among which: the largest STEM initiative in Romania – CODE Kids, Girl Power Network, Școala de Bani din Bibliotecă (BCR) and others ➤ Managing all internal communication, website, newsletters and Social Media content ➤ Managing paid media services (Facebook Ads, Google Ads) and PR actions ➤ Organising and managing events for the Foundation (Târgul Național de Știință CODE Kids, Press Conferences, visits with the sponsors to the children clubs they support around the country, etc).
Name and address of employer	Progress Foundation, 29 Calea Plevnei, Bucharest
Type of business or sector	Non-Governmental Organisation (education for youth)
Period	July 2022 – Sep 2023
Occupation or position held	Communication Expert / Marketing & Communication Department
Main activities and responsibilities	<ul style="list-style-type: none"> ➤ Participating in the elaboration and implementation of the yearly advertising campaigns, according to the objectives set and budgets approved, with the selected agencies ➤ Supervising the Social Media agency on the elaboration and implementation of the monthly editorial calendar on Social Media owned channels, according to the yearly marketing and communication strategy ➤ Following up on monthly, quarterly and yearly reports on social media activity, with the aim of constantly improving results and finding more ideas to communicate towards our target public, including Social Media contests ➤ In charge with corporate internal communication, financial newsletters, other communication materials, employer branding campaigns. ➤ Participating to the organization of internal events, Management Meetings, Sales Conferences, CSR activities ➤ Occasionally overseeing the acquisition and printing process of promotional materials
Name and address of employer	ASIROM VIENNA INSURANCE GROUP, 31-33 Carol I Bld., Bucharest
Type of business or sector	Insurance



Period	August 2020 – June 2022	
Occupation or position held	Counselor to Vice-President (in communication areas as per the claims segment)	
Main activities and responsibilities	<ul style="list-style-type: none"> ➤ Support in projects coordination mainly as regards digitalisation processes for the claims segment, from online notifications to online payment of the due compensations to the insured or damaged party. ➤ Drafting various communication materials and presentations for Board Meetings, shareholders' due reporting, company events, internal projects or external collaborators. 	
Name and address of employer	ASIROM VIENNA INSURANCE GROUP, 31-33 Carol I Bld., Bucharest	
Type of business or sector	Insurance	
Period	December 2019 – August 2020	
Occupation or position held	Social Media Manager	
Main activities and responsibilities	<ul style="list-style-type: none"> ➤ Handling various Social Media accounts for different customers in industries like: telecommunication (Vodafone), public services supplying (Apa Nova), natural products (Fares), dairy (Covalact), furniture (Rovere Mobili). ➤ Community management ➤ Crisis communication ➤ Monthly social media editorial plans and reports 	
Name and address of employer	TRIBAL WORLDWIDE ROMANIA, THE GROUP	
Type of business or sector	Advertising	
Period	September 2019 – November 2019	
Occupation or position held	Marketing Communications Manager	
Main activities and responsibilities	<ul style="list-style-type: none"> ➤ Working with executives to determine budgets, targets, channels, strategy ➤ Manage profitability and results ➤ Coordinating creation, media, print, PR agencies ➤ Coordinate the brand presence at external events (real estate fairs, conferences) 	
Name and address of employer	METROPOLITAN RESIDENCE, Mihai Bravu, Bucharest	
Type of business or sector	Real Estate	
Period	March 2018 – September 2019	
Occupation or position held	Brand Manager / Marketing Department	
Main activities and responsibilities	<ul style="list-style-type: none"> ➤ In charge with online marketing campaigns, coordinating advertising and media agencies, supervising all copywriting activities on online channels, managing social media channels & community, blog ➤ Research, strategy and evaluation for all campaigns 	
Name and address of employer	DORALY MARKETPLACE, Afumați, Ilfov	
Type of business or sector	E-commerce	



Period	1st September 2014 – March 2018
Occupation or position held	Marketing Specialist (Coordinator) / Marketing Department
Main activities and responsibilities	<ul style="list-style-type: none"> ➤ Managing the relation with the service suppliers (printing shops, advertising & media agencies, etc.) for offers, contracts, orders, subscriptions, printing models – folders, flyers, posters for promoting the company products, company cars logo stickers, etc. (offline activities); ➤ Collaborating with an external advertising agency for the Communication Strategy of the company – to be implemented online&offline (coordinating all afferent steps: brand audit, research, target, proposals, objectives, tactics, plan, implementation, evaluation) ➤ Supervising all communication on the online channels of the company (website, Facebook and LinkedIn pages); ➤ Managing the organization of internal and external events; ➤ Seeking and proposing to the management the participation of the company in external events in which its name and products can be promoted: fairs, sports events, various sponsorships, etc.
Name and address of employer	GARANTA ASIGURARI SA, 19-21 Ion Mihalache Bld., sector 1, Bucharest
Type of business or sector	Insurance
Period	April 2003 – 2015
Occupation or position held	English<>Romanian Translator & Interpreter
Main activities and responsibilities	<ul style="list-style-type: none"> ➤ Performing text translations from/into English into/from Romanian in domains like: insurance, banking, branding, financial, legal, social services, technical, literature, etc.
Name and address of collaborator	I TRANSLATIONS GRUP, SCHNELL TRAD, other freelancers
Type of business or sector	Translations
Period	22nd September 2003 – 31st August 2014 (including two maternity leaves)
Occupation or position held	Insurance Inspector / Motor, Maritime and Personal Accidents Underwriting Division
Main activities and responsibilities	<ul style="list-style-type: none"> ➤ Handling and settling Green Card, IVth Motor Directive, Recovery and Assistance claim files for external Insurers that GARANTA represents in Romania, either directly or through our main partners DEKRA and INTEREUROPE; ➤ Permanently keeping proper correspondence with all insurers represented / their assigned correspondence centers, if the case, as regards the developments of the files (mainly in English and French, rarely in German); ➤ Preparing periodical reports to DEKRA and to our National Bureau (BAAR) with the number of green card claim files handled each year, per countries.
Name and address of employer	GARANTA ASIGURARI SA, 19-21 Ion Mihalache Bld., sector 1, Bucharest
Period	19th June 2000 – 21st September 2003
Occupation or position held	General Manager Assistant
Main activities and responsibilities	<ul style="list-style-type: none"> ➤ Providing translation and interpretation services, preparing internal documents, elaborating the daily agenda of the General Manager, etc.
Name and address of employer	GARANTA ASIGURARI SA, 19-21 Ion Mihalache Bld., sector 1, Bucharest



Period	20th April 2005 – 30th January 2013
Occupation or position held	Secretary of the Board of Administration
Main activities and responsibilities	<ul style="list-style-type: none"> ➤ Elaborating the Resolutions and Minutes afferent to the meetings of the Board of Administration and General Shareholders Assemblies; ➤ Interpreting in Romanian <> English during the meetings above mentioned, when needed.
Name and address of employer	GARANTA ASIGURARI SA, 19-21 Ion Mihalache Bld., sector 1, Bucharest
Period	2nd – 5th July 2003
Occupation or position held	Interpreter
Main activities and responsibilities	Romanian<>English interpreter for a Sales Techniques and Tools Seminar, organised by the Greek company ELGEKA-FERFELIS Bucharest, Romania, seminar conducted by trainers within the company „Exceed Consult”, Greece.
Name and address of collaborator	ELGEKA-FERFELIS
Type of business or sector	Interpretation / Translations
Period	3rd – 6th November 2000
Occupation or position held	Interpreter
Main activities and responsibilities	Romanian<>English interpreter for a course sustained by trainers from Great Britain for social workers in Romania and organised by FONPC (Federation of Non-Governmental Organisations for Child Protection Romania).
Name and address of collaborator	FONPC (Federation of National Organizations for Child’s Protection)
Type of business or sector	Interpretation / Translations
Period	1997 – May 2000 (3rd year University student – graduate & licensee)
Occupation or position held	English Teacher
Main activities and responsibilities	Teaching various categories of students, from children to adults, from beginners to advanced, based on manuals printed at Cambridge and Oxford, UK, at the school’s headquarters or at the client’s locations (such as former ING Barings Bank – now NN, former Banca Comerciala Ion Tiriac – now UniCredit Bank, LINDAB Construct , etc.)
Name and address of collaborator	„ENGLISH SCHOOL”, Bucharest
Type of business or sector	Foreing language teaching



OTHER SKILLS AND COMPETENCIES

Mother tongue(s) **Romanian**

Other languages

As a graduate and licensee of the Faculty of Letters, Romanian-English section, Bucharest State University, I have obtained the **Authorisation no. 5595 / 30.10.2007** from the Ministry of Justice to perform **translation and interpretation activities from and into English**, in any field, being thus a qualified and authorised translator and interpreter for these two languages.

Self assessment	Understanding		Speaking		Writing
	Listening	Reading	Conversation	Oral speech	
English	excellent	excellent	excellent	excellent	excellent
French	intermediate	intermediate	beginner+	beginner+	intermediate
German	beginner+	beginner+	beginner+	beginner+	beginner+

Computer skills and competencies Windows – Word, Excel, Access, PowerPoint, Internet, Social Media Canva Design Program, Windows Movie Maker, Mailchimp

Driving license Category B, clear, since 1997

RECOMMENDATION

available from:

Mrs. Ioana CORCODEL



Media Director at MEDIA INVESTMENT (THE GROUP)
Former Marketing Lead at Telekom, A&D Pharma, Altex, Doraly Marketplace, Peugeot
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Mrs. Mihaela MUREȘAN



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Former Marketing Director at IKEA Romania a.o.
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Mr. Octavian BAZON



Senior Insurance Consultant in UW and Claims Management Processes
Former Vice-President at ASIROM VIENNA INSURANCE GROUP
Former Insurance and Claims Professional at Allianz-Țiriac Asigurări, Garanta Asigurări, Omniasig Vienna Insurance Group
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<https://bazon-insurance.ro>

ACADEMIC PAPERS PUBLISHED

- ☞ Cismaru, D. M., & Cotei, M. E. (2018). A Romanian Radiography Of Millennials' Motivational Landscape To Enter And Graduate From College. Challenging the Status Quo in Management and Economics, *Strategica*, 810.

https://www.researchgate.net/profile/Constantin_Bratianu/publication/328381941_2018_STRATEGICA_Proceedings/links/5bc985fb458515f7d9c96c1c/2018-STRATEGICA-Proceedings.pdf#page=810

- ☞ Cismaru, D. M., & Cotei, M. E. (2019). The Influence of Economic and Social Conditions on Millennials' Online Behavior in Romania. Upscaling Digital Transformation in Business and Economy, *Strategica*, 302.

https://www.researchgate.net/profile/Alexandra_Zbucea/publication/339041758_Strategica_2019_Proceedings_Upscaling_Digital_Transformation_in_Business_and_Economy/links/5e3a4a98a6fdccd96587f439/Strategica-2019-Proceedings-Upscaling-Digital-Transformation-in-Business-and-Economy.pdf#page=303

**Any other required information or recommendation will be provided upon request.*

