

PERSONAL DATA Ionescu Adina-Ioana

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PROFESSIONAL EXPERIENCE

03.2024 - 03.2025 **IT consultant**
(METRO Digital Romania)

- Provided expert technical support for METRO Group's critical business applications in Sales, Logistics, Purchasing, and Finance & Accounting, ensuring smooth and uninterrupted operations.
- Monitored and reported on data flows in real-time, ensuring seamless integration between productive systems, and meeting specific deadlines for data processing.
- Diagnosed and resolved issues in live production environments, minimizing downtime and ensuring high availability of key systems.
- Analyzed and resolved incidents reported by First-Level Support, escalating more complex issues to specialized teams, ensuring timely and effective solutions.
- Client-focused support services in line with agreed-upon SLAs, ensuring timely resolution of issues according to priority and impact.
- Worked closely with cross-functional teams to maintain high service delivery standards, contributing to effective problem resolution and operational improvements.
- Identified recurring incidents and trends, documented them thoroughly, and updated the knowledge database to improve troubleshooting efficiency for future incidents.
- Conducted comprehensive testing in a pre-production environment for an SAP implementation project, ensuring all systems were fully functional and aligned with business requirements.
- Collaborated with cross-functional teams to identify, troubleshoot, and resolve potential issues before production deployment.
- Verified system stability, performance, and integration with other business systems to guarantee seamless production implementation.

01.2023 - 05.2024 **Project Leader**
(FactBoost: Strengthening the fact-checking skills of journalists)

- Leading monthly meetings and setting the agenda
- Managing the implementation of the project
- Implementing different strategies for risk assessment and management aligned with projects objectives
- Creating the management plan and supervise it
- Motivating and guiding a project team of 7 people
- Monitoring the progress and applying data-driven relevant strategies
- Facilitating the creation of educational materials, trainings and tutorials for improving fact-checking abilities in Romanian journalists
- Responsible with external communication with international sponsors, collaborators and disinformation experts
- Organizing webinars for journalists with international experts
- Developing educational materials and plans for online workshops dedicated to journalists, media specialists, NGOs and students
- Align the project activities based on a detailed look on numbers and beneficiaries' satisfaction

02.2021 - 09.2024 Associated lecturer

(Școala Națională de Studii Politice și Administrative, Facultatea de Comunicare și Relații Publice)

- Creating course presentations and plans for the lectures
- Teaching the class materials to the students (for Social Psychology in Advertising, Leadership in Project Team Management, Presentation Skills, Health Communication and Project management)
- Organizing and managing the administrative aspects (attendance, evaluation of projects)
- Communicating with the students
- Evaluating and giving feedback on preparation of bachelor and dissertation theses
- Tutoring first year students and responsible with their induction
- Working in close collaboration with other colleagues to ensure that service delivery to the students is at the highest standard
- Adapting the course materials to the students' needs
- Incorporating annual feedback on personal performance to achieve better results
- Learning constantly new pedagogical approaches and types of activities to be implemented in class

08.2023 - 01.2024 Social media specialist - Freelance

(ArguMentor)

- Creating the social media strategy and editorial planning (for Facebook)
- Analyzing the target audience and creating relevant posts based on insights
- Creating ads for event promotion
- Managing the social media team (2 colleagues - Instagram + LinkedIn)
- Evaluating visuals and aligning the creation with the copy
- Proposing ideas related to online communication and promotion
- Working on a brand communication handbook

- 01.2021 - 04.2023 **Assistant Researcher**
(Project "The strategy for Romanian governmental communication management")
- Research and analysis of academic sources regarding governmental institutional communication, crisis communication
 - Monthly reports & analysis
 - Communication analysis (social media, sentiment analysis, media analysis)
 - Image & institutional analysis
 - Created educational materials (courses, trainings and handbooks) for professionalization of governmental communicators
 - Being part of the team that worked on introducing in COR (Clasificarea Ocupatiilor din Romania) two new professions: governmental communicator and manager of governmental communication
 - Inspired the templates of the team for the professionalization course
 - Trained 50+ governmental communicators in achieving a better understanding of disinformation and general communication
 - Being part of a speaker panel on crisis and strategic communication in one of our international conferences with public administration specialists, policymakers, communication and media experts
 - Supported other coworkers regarding analysis and strategies for best solutions
- 09.2021 - 04.2022 **Researcher**
(You Verify Project, cod LC 01648381)
- Facilitated in the MOOC platform for English speaking participants
 - Provided feedback on the MOOC features & content
 - Created national & cross-country reports (based on qualitative data)
 - Conducted interviews with policy makers, journalists, politicians and media literacy experts
 - Facilitated the creation of two policy briefs through a EU analysis of MIL policies
 - Worked in a multicultural team to write a volume based on the project's main results
- 05.2021 - 11.2021 **Assistant Researcher**
(Project "Violent Extremism As a Threat To Democratic Societies: The Role of Media And Online Social Networks as Enablers For Spreading of These Ideologies", Sofia Security Forum)
- Research and analysis of academic sources regarding populism, propaganda, far-right extremism in Romania
 - Created the methodology and research tools
 - Implemented the tools
 - Data analysis (qualitative data analysis on social media networks)
 - Presented the results in an international conference
- 03.2019 - 01.2020 **Junior Social Media**
Romanian Association of Debate, Oratory and Rhetoric (ARDOR)
- Managed social media channels for national headquarters (Facebook, YouTube, newsletter)
 - Managed social media platforms for local branch (for specific events)
 - Created the content for association's website and their social enterprise's Facebook page (DialogOn)
 - Created and implemented social media strategy
 - Graphic design
 - Article writing for association's blog
 - Edited and updated WordPress website
 - Communicated with community's members (phone, email, social media)

- messages)
- Brand book creation
- Implemented promotion and communication campaigns
- Created and implemented Facebook Ads
- Communicated with partners and sponsors
- Created an integrated strategy for the social enterprise of the association
- Coordinated and supervised the communication and promotion of one of the most important debate competition in Romania (Forumul Național de Dezbateri Academice 2019)
- Created a database of resources for the communication & social media department
- Created and implemented research tools
- Wrote press releases and communicating with national and local press
- Made presentations for multiple purposes (promotion, sponsorship, pitch, clients)
- Video editing and subtitles

08.2015 - Present Academic Debate Trainer

Asociația Română de Dezbateri, Oratorie și Retorică

- Trained 200+ highschoolers on a variety of topics (research, public discourse, rhetorics, sociology, psychology, ethics, communication, debate basics)
- Creating and implementing the plans and presentations for the debate sessions
- Helping the club members by implementing performance management and personalized paths
- Motivating and providing support to club members for achieving the highest performance at club and in competitions
- Training the club members for competitions
- Offering feedback and feedforward
- Internal events organization
- Provided mentoring and guidance for debate club's members
- Judging at local and national competitions
- Managing the Facebook & Instagram page of the debate club

08.2016 - 2017 IT Team member

Asociația Română de Dezbateri, Oratorie și Retorică

- Worked on the NGO's Wordpress website with Elementor
- Improved the user journey with UX details
- Supported the official communication channels (social media and blog)
- Managed, for a brief period, the team

EDUCATION

2022 - Present University "Alexandru Ioan Cuza"
Bachelor Degree
Faculty of Psychology

2020 - Present National School of Political Studies and Public Administration
Doctoral studies
Faculty of Communication Sciences

2018 - 2020

National School of Political Studies and Public Administration
Master Degree
 Faculty of Communication and Public Relations
 Social Media and Online Marketing
Valedictorian

2015 - 2018

National School of Political Studies and Public Administration
Bachelor Degree
 Faculty of Communication and Public Relations
 Advertising
Valedictorian

2011 - 2015

National College „Gheorghe Lazăr”

▪ Humanities domain

SKILLS

Foreign Languages

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
Spanish	B1	B2	A1	A1	A1

Analytical skills, proactive fast learner, great problem-solving skills, detail-oriented, advanced critical thinking skills, excellent interpersonal abilities, supportive team member, committed to the organisational community

DIGITAL SKILLS

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Experimented	Experimented	Experimented	Experimented	Experimented

Microsoft Office Suite; G suite – experimented
 SPSS (software Research Analysis) - intermediate
 HTML, CSS, Wordpress, Qualtrics – beginner
 Canva, Filmora Wondershare -experimented
 MySQL, Android Studio - basics
 SAP, Jira -beginner

ACADEMIC ACTIVITIES

Conferences

- 6th International Visual Methods Conference (Bucharest, 16-19 July, 2019)
- Graduate Conference in Communication. Interdisciplinary Approach (10-11 September, 2020)
- International Conference Semiosis in Communication: *Culture, Communication and Social Change* (3rd edition), (May 26-29, 2021)
- Violent Extremism As a Threat To Democratic Societies: The Role of Media And Online Social Networks as Enablers For Spreading of These Ideologies – Conference, September 2021
- 14th annual International Conference of Education, Research and Innovation (8th - 9th of November, 2021)
- „3rd Critical Media Literacy Conference of the Americas”, 21-23 October 2022, Oakland and online

Articles

Does it have to be human to be credible? Perception of digital avatars communication in healthcare sector - Ionescu A. (2021) in *Analele Universitatii "Constantin Brancusi" din Targu Jiu. Serie Litere si Stiinte Sociale*; Targu Jiu Iss. 2, (2021): 117-127.

<https://www.proquest.com/docview/2630948555?sourcetype=Scholarly%20Journals>

- **Tackling digital disinformation through serious games** - Calin I., Ionescu A., Vladu L. (2021) in 14th annual International Conference of Education, Research and Innovation, 2021. DOI: [10.21125/iceri.2021.2022](https://doi.org/10.21125/iceri.2021.2022)
- **Countering online disinformation in Romania: Media Literacy as part of a wider framework**- Durach F., Ionescu A., Calin I., Enache M. (2023) in 17th International Technology, Education and Development Conference, 2023
DOI: [10.21125/inted.2023.1995](https://doi.org/10.21125/inted.2023.1995)
- **„E-Learning Strategies for Media Literacy: Engagement of Interactive Digital Serious Games for Understanding Visual Online Disinformation”** - Feltrero R., Hernando S., Ionescu A. (2023) in *American Journal of Distance Education*, 37 (1), 2023. DOI: <https://doi.org/10.1080/08923647.2023.2231814>
- **Duduciuc, A., Barbaros, M.C. & Ionescu, A. (2022). E-health. În Ho, E.Y., Bylund, C.L. și van Weert, J. The International. Encyclopedia of Health Communication, 2022**

DOI: 10.1002/9781119678816

- **21st-century skills. Enforcing resilience and critical thinking against visual disinformation through serious games** - Feltrero R., Ionescu A., Hernando S., Sanchez C. (2024) in Frau-Meigs & Corbu, *Disinformation Debunked* - ebook ISBN: 9781003387404

<https://www.taylorfrancis.com/chapters/edit/10.4324/9781003387404-11/21st-century-skills-roberto-feltrero-adina-ionescu-saeta-hernando-cristina-s%C3%A1nchez>

- **„Using tools to fight disinformation in and outside the classrooms”** - Corbu, N. & Frau-Meigs, D. & Ionescu, A. & Montané, J. (2024) in Frau-Meigs & Corbu, *Disinformation debunked*.

DOI: 10.4324/9781003387404-7.

<https://www.taylorfrancis.com/chapters/edit/10.4324/9781003387404-7/using-tools-fight-disinformation-outside-classrooms-nicoleta-corbu-divina-frau-meigs-adina-ionescu-jade-azzoug-montan%C3%A9>

- **„Rolul noilor tehnologii în comunicarea din domeniul sănătății” și „Propagarea informațiilor false în comunicarea din domeniul sănătății”** - accepted for publishing in volume *Comunicarea în domeniul sănătății în era digital* (in progress)

Courses and certifications

- Google Developer Challenge Scholarship (2017)
- „Leadership Situațional”
- Google Digital Bootcamp
- Certificat „Atelierul Digital” Google - Marketing Online
- Certificat „Google AdWords Search”
- Certificat „Google AdWords Fundamentals”
- The complete MySQL for Beginners- Udemy