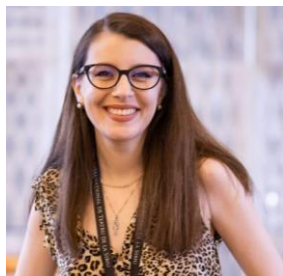


## PERSONAL INFORMATION

## Amira Daoud



06 / 2024 &amp; 06 / 2025

 Bucharest (Romania)

[www.linkedin.com/in/amira-daoud](https://www.linkedin.com/in/amira-daoud)

## Content Specialist

Sibiu International Theatre Festival (FITS)

<https://blog.sibfest.ro>

- Crafted sharp, engaging summaries of special conferences for the festival's highly-accessed blog, transforming key moments into memorable highlights for readers;
- Wrote vibrant, audience-focused content, including articles on reading performances, event spotlights, and press releases, that amplified the festival's voice across press, media and social media channels.

01/2019 – present

## Social Media Coordinator

Oxygen

<http://oxygencomms.ro>

- Collaborated with the social media manager & social media larger team to develop and execute targeted social media strategies that aligned with overall brand and campaign objectives;
  - Managed and enhanced clients' multi-platform presence to drive performance and ensure alignment with brand KPIs across Facebook, Instagram, LinkedIn, and YouTube;
  - Developed comprehensive social media content plans for always-on communication and campaign-based initiatives, ensuring alignment with client goals and tight timelines;
- Partnered closely with creative teams to ensure delivery of high-performing, tailored content that met clients' specific needs and maximized audience impact;
- Led community management efforts by continuously monitoring and managing interactions across social platforms, ensuring timely and professional responses to comments, messages, and users' requests;
  - Crafted and delivered high-impact client presentations, effectively communicating strategic insights, campaign performance, and actionable recommendations;
  - Designed and delivered data-driven reports to support strategic decision-making and enhance performance outcomes;
  - Managed the administration and performance optimization of Meta and LinkedIn advertising campaigns, ensuring efficient budget usage, audience targeting, and measurable ROI.

04/2013–08/2017

## Administrative Officer

SAMIAN SRL, Bucharest (Romania)

## EDUCATION AND TRAINING

10/2021 – 09/2025

## PhD Student – Communication Sciences

EQF level 7

National University of Political Studies and Public Administration, College of Communication and Public Relations, Bucharest (Romania)

Thesis: The image and promotion of Romanian theatre institutions in the online environment

10/2016–06/2018

## MA Social media and online marketing

National University of Political Studies and Public Administration, College of Communication and Public Relations, Bucharest (Romania)

Thesis: "Sports branding through social media. Content analysis of the Instagram accounts of Adidas and Nike." – Grade: A / 10.

10/2013–06/2016 **BA in communication sciences**

EQF level 6

University of Bucharest, Faculty of Journalism and communication studies, Bucharest (Romania)

Thesis: „A discursive-semiotic analysis on electoral posters” – Grade: A / 10.

## PERSONAL SKILLS

Mother tongue(s)	Romanian				
Foreign language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English*	B2	B2	B2	B2	B2
German**	B1	B1	B1	B1	B1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user  
Common European Framework of Reference for Languages

\*First Certificate in English B2

\*\* Goethe Zertifikat B1

**Job-related skills**

Perspective – long term, solution orientated thinking;  
Communication ability - acquired as a result of the job in a communication agency;  
Responsibility – assuming my duties while ensuring that the actions I undertake will reach the desired outcome;  
Punctuality – because I think it is respect for both me and the others;  
Self-control – gained from delicate situations, when the focus should be on the solution, not the problem;  
Organizational ability - because a well-done thing must have a very well-prepared structure in advance;  
Research – for better strategies and tactics.

## ADDITIONAL INFORMATION Certificates

- 06/2021 Style exercises - Creative writing workshop in multiple registers with Andra Samson.
- 03 / 2021 „Education and speech expression" with lect. univ. dr. Viorica Vatamanu at National University of Theatre and Film "I.L. Caragiale" (UNATC). I chose this course to optimize my expressive communication skills.
- 12/ 2019 Certificate of "Personal development through theater and film techniques" with professor Adrian Titieni at National University of Theatre and Film "I.L. Caragiale" (UNATC). An extraordinary course through which I emphasized my attention to detail.

## PUBLICATIONS

Frunzaru, Valeriu; Ștefăniță, Oana; Daoud, Amira; Buf, Diana. (2022). Politicization of the Romanian PreUniversity Educational System. Teachers' Perspective, în F. Anghel, V.-E. Ciuciuc, B. Hrib, A. Mită și M.-E. Stratone. *Sustainable Development and Strategic Growth* (pp. 573-584). București: Editura Tritonic, ISBN: 978-606-749-628-4.

Ștefăniță, Oana; Frunzaru, Valeriu; Buf, Diana, Daoud, Amira. (2022). Performance Related Pay in Education – Romanian Teachers' Standpoint, în F. Anghel, V.-E. Ciuciuc, B. Hrib, A. Mită și M.-E. Stratone. *Sustainable*

*Development and Strategic Growth* (pp. 625-635). București: Editura Tritonic, ISBN: 978-606-749-628-4.

Ciochină, R., Novac, C., Daoud, A. (2019). Antecedents and Outcomes of Employee Engagement in Small to Medium Businesses from Romania, in Brătianu, C., Zbucnea, A., Hrib, B., Vitelar, A., and Anghel, F. (eds.)(2019). *Strategica. Upscaling Digital Transformation in Business and Economy*. Bucharest: Tritonic. ISSN 2392-702X, ISBN 978-606-749-428-0.