

PERSONAL INFORMATION

Marina Enache

WORK EXPERIENCE

November 2006 - to date

Associate Teaching Assistant / Researcher / Communication Expert

SNSPA Bucharest, Romania

- Research assistance in the field on disinformation analysis: collect, filter and organize research data - survey forms, perform data and content analysis, interview transcripts, contribute to analytical/ research reports on disinformation, media literacy, etc / Training and workshop assistance. List of research projects:
 - 2021 - 2022 - YouVerify! Coordinator: Savoir Devenir, France. Grant procedure: Media Literacy for All (2020), European Union.
 - 2022 - Excell - Excellence in scientific research. Developing interdisciplinary research infrastructure in SNSPA, Romanian National Council for Higher Education Funding.
 - 2023 - 2024 - research project on "From COVID-19 to the war in Ukraine - disinformation's impact on Romania's national security between 2021 and 2022" subject. CRDF Global Funding, call to action on Disrupting the Rise of Disinformation Campaigns in the Biological Sphere Through Grants and Mentorship.
 - 2025 - present - Expert - Jean Monnet Centre of Excellence "The Truth Agenda: EU's Approach to Counter Disinformation" (EU-TRUTH)
- Teaching assistant: English course on Project Management for the 2nd year students of the Communication and Emerging Media BA specialization / English course on Project Management for 1st year students of the Project Management MA specialization – College of Communication and Public Relations.
- Communication and project management activities related to the MSc in Project Management:
 - project management and event organizing: academic conferences, workshops, focus groups, roundtables, promotional events;
 - coordination of direct communication on administrative issues with students and the teaching staff;
 - designing and implementing evaluation surveys; preparing annual implementation reports for PMI GAC;
 - overseeing the national accreditation process of the master (ARACIS), and international accreditation (PMI GAC).

January 2021 - to date

Business or sector Higher Education/Academic

Project Implementation Expert / Researcher

Eurocommunication NGO

- Project "4P-CAN Personalized Cancer Primary Prevention Research Through Citizen Participation and Digitally Enabled Social Innovation" (HORIZON-MISS-2022-CANCER-01-01-01): contributing to phase 2 – developing communication initiatives and research campaigns on the adoption of the European Code Against Cancer (ECAC), including a large-scale cross-national survey to measure attitudes, motivations and behaviors in the 4P-CAN consortium countries.
- Project "Rethink and Reduce inequalities in HPV vaccination through personalized communication & training, based on social innovation and behavioural determinants of health (ReThinkHPVvaccination)" (Erasmus - EU4H-2021-PJ2): contributing to research for WP 3 - Combating fake-news and the infodemic.
- FactBoost: Strengthening journalists' fact-checking skills (EDMO/Gulbenkian Foundation) – coordination of the awareness and communication activities.

Business or sector NGO

May 2022 – December 2023

Analyst – Short Term Consultant

World Bank Group

- Research/analysis/project management assistance for the Advisory Services Agreement on Improving Monitoring and Evaluation Capacity in the Context of EU-funded Programs in Romania (2021-2027) – developing survey forms for training needs assessment, data analysis, event management assistance, communication analysis/project management assistance – input for the Communicating M&E results note

March 2021 – December 2023

Business or sector International assistance & consulting

Awareness expert - project Strategic planning to strengthen the disinformation resilience and the management of hybrid threats (SIPOCA 865/ MySMIS 136668)

SNSPA Bucharest, Romania

- Implement specific communication/awareness raising activities;
- Contribute to preparing the reports/ main project deliverables by providing data analytics support;
- Organize project events and training activities (content, agenda, speakers, logistics, technical info for conferences, workshops, roundtables, training courses, survey forms in Survey Monkey for participant registration)
- Involved with creating the information and promotional materials for the website, Facebook page, poster, banners, internal communication materials.

April 2016 - February 2020

Business or sector Higher Education/Academic

Events expert - project "State of the Nation – designing an innovative instrument for supporting public policies" (SIPOCA 11/ MySMIS 118305)

SNSPA Bucharest, Romania

- Coordination of the logistical organisation of subcontracted events (opening/closing events, international academic conference, etc.)
- Coordination of the logistical organisation of the events organised by SNSPA (3 regional workshops: Bucharest, Cluj and Iasi)
- Involved in the coordination and logistical organization of the training activities:
 - on the job training sessions - regional
 - study visits and international trainings
- Involved with creating the information and promotional materials for the website, Facebook page, press releases, poster, banners, monthly newsletter.

Business or sector Higher Education/Academic

May 2015 - August 2015

Training Coordinator - project „Echilibru socio-profesional - sprijin inovativ pentru mamele din regiunea Bucuresti-Ilfov”, POSDRU 152/6.3/G/134055

Asociația pentru Educație și Natură, Bucharest, Romania

- Coordinating the training activities: TNA, course scheduling, organising the final evaluation exams (according to the National Authority of Qualifications procedures);
- Coordinating the team of training experts.

Business or sector NGO, educational trainings

May 2014 - April 2015

Information and Advertising Expert - project „Echilibru socio-profesional - sprijin inovativ pentru mamele din regiunea Bucuresti-Ilfov”, POSDRU 152/6.3/G/134055

Asociația pentru Educație și Natură, Bucharest, Romania

- Updating the website of the project website, creating the monthly newsletter;
- Implementing information and advertising activities - opening/closing events; information materials: poster, flyer);
- Implementing the social media promo campaign.

April 2007 - July 2018

Business or sector NGO, educational trainings

Project Manager

Agora Group (Byblos SRL), Bucharest, Romania

- Managing B2B events projects, regional roadshows and workshops (preparing event agenda and guest lists, researching and booking event venues);
- Implementing Communication/ Advertising Campaigns for events (press releases, newspaper ads, tv and radio spots);
- Developing media partnerships;
- Website updating www.agora.ro, www.digitaltrends.ro, www.ittrends.ro, www.eduvision.ro
- Creating content for conference promo materials.

Business or sector Media & Events

EDUCATION AND TRAINING

2020-present **PhD Candidate – Communication Studies**

The Doctoral School of the National University of Political Studies and Public Administration (SNSPA) Bucharest, Romania

- Research focus on climate change disinformation, fake news, narratives in the EU and in Romania

2023 **Certificate of participation at „Strategic Communication in the Context of Security and Defence” ESDC course**

The National College of Home Affairs (CNAI) within "Alexandru Ioan Cuza" Police

Academy/Ministry of Internal Affairs (Romania) / the College for Communication and Public

Relations from the National University of Political Studies and Public Administration (SNSPA)/

under the auspices of the European Security and Defence College (ESDC), Bucharest, Romania

This course addressed the following topics:

- key interventions under the Global Strategy of Foreign and Security Policy for the European Union,
- the role played by strategic communication in a rapidly changing landscape, shaped by intensive digitalization,
- the emergence of innovative technologies,
- the proliferation of online disinformation,
- the ever-eroding trust in public institutions.
- an integrated approach to European strategic communication during crises.

2002-2006 **Bachelor Degree**

College of Communication and Public Relations, SNSPA, Bucharest, Romania

- Communication skills
- Data management skills
- Project Management skills
- Events Management skills
- Organisational skills

PERSONAL SKILLS

Mother tongue(s) Romanian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1/C2	C1/C2	B1/B2	B1/B2	C1/C2
French	B1/B2	B1/B2	A1/A2	A1/A2	B1/B2

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user

[Common European Framework of Reference for Languages](#)

Communication skills ▪ communication skills gained through my experience as Communication Expert at MSc in Project Management - SNSPA București

Organisational / managerial skills ▪ project management
▪ leadership (as a Training Coordinator I was responsible for a team of 10 people)
▪ decision making - gained through my experience as Events Manager and Training Coordinator
▪ organisational skills - gained through my experience as Events Expert

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Independent user	Proficient user	Independent user	Independent user	Proficient user

Levels: Basic user - Independent user - Proficient user

[Digital competences - Self-assessment grid](#)

very good command of MS Office suite (word processor, spread sheet, presentation software), Google Apps, Canva, Survey Monkey platform (online survey tool)

Driving license B

Books **Enache, M., Dumitru, C. (2025).** The role of governmental communication in the transparency process of public institutions in Romania. From transparent communication to social trust in Răducu, R., & Nastasiu, C. (Eds.). Public communication and challenges in the current digital environment (ebook). Comunicare.ro. ISBN 978 973 711 667 3
Durach, F., Vladu, L., Călin, I., & Enache, M. (2024). Public policies to fight disinformation actively through media and information literacy. in D. Frau-Meigs & N. Corbu (Eds.), *Disinformation Debunked: Building Resilience through Media and Information Literacy*. Routledge. <https://doi.org/10.4324/9781003387404-14>

Papers presented at conferences **Vladu, L, Enache, M. (2023).** Educational strategies to mitigate climate change skepticism. 15th International Conference on Education and New Learning Technologies, Palma, Spain, 3-5 July.
Durach, F, Ionescu, A., Calin, I., Enache, M. (2023). Countering online disinformation in Romania: media literacy as part of a wider framework. 17th annual International Technology, Education and Development Conference, Inted 2023, Valencia, Spain, 7-8 March.

Certifications Trainer Certificate - (2014) ANC - S.C. FORMARE PROFESIONALA PLUS SRL, Bucharest

ANNEXES

on request