



Vasile-Valentin Stoica

Date of birth: 30/09/1995 | **Nationality:** Romanian | **Gender:** Male | **Phone number:**
(+40) 0 (Mobile) | **Address:** Romania (Home)

WORK EXPERIENCE

DIGI ROMANIA – BUCHAREST, ROMANIA

ADOPS, PROGRAMMATIC & SALES SPECIALIST – 01/10/2018 – CURRENT

- implementing, monitoring and optimising digital advertising campaigns;
- building the strategy for the programmatic sales component;
- developing new ad formats and providing the sales department with ideas for special projects;
- optimising floor prices in order to maximise the programmatic revenue and finding new revenue sources;
- find new solutions in order to minimise repetitive tasks;

Achievements: developed 4 new ad formats, managed the transition from Second Price Auction in Google Open Market to First Price Auction, keeping in touch with new product releases and getting ready in time for changes, started Header Bidding implementation, providing active support for my colleagues.

BITDEFENDER ACADEMY – BUCHAREST

TRAINER & TEAM MEMBER – 01/10/2023 – CURRENT

Bitdefender Academy is a unique learning program that combines theoretical knowledge with practical activities, organized and delivered by professionals with extensive experience in the field.

The program includes:

- Regional bootcamps in product management and product marketing.
- Product management and marketing courses taught by Bitdefender trainers and mentors.
- Networking events with industry specialists and webinars with international experts.

I was part of the team that developed and implemented the first editions of Bitdefender Academy and also a trainer for the courses provided to the participants..

NATIONAL UNIVERSITY OF POLITICAL STUDIES AND PUBLIC ADMINISTRATION – BUCHAREST, ROMANIA

JUNIOR LECTURER - FACULTY OF MANAGEMENT – 21/02/2022 – CURRENT

1. teaching Services management, Strategic marketing, Strategic management, Informatics in business and finance;
2. managing over 150 students of different generations;
3. having a gamified approach, focusing on team work and alternative teaching;

COLORS IN PROJECTS – ROMANIA

TRAINER – 15/01/2023 – CURRENT

Delivering Project Management basics trainings to more than 50 people from different organisations.

NATIONAL UNIVERSITY OF POLITICAL STUDIES AND PUBLIC ADMINISTRATION

CNFIS-FDI-2022-0051 ACADEMIC EXCELLENCE - EXPERT RESEARCH ASSISTANT –

01/07/2022 – 30/11/2022

1. developed and maintained the project's platform (<https://academicadvancehub.snsa.ro>);
2. developed a series of 8 vodcasts with teachers from SNSA regarding ethics;
3. developed a qualitative and quantitative research regarding ethics in universities.

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Website <http://riecolab.facultateademmanagement.ro/>

RIECOLAB CONSORTIUM EXPERT RESEARCH ASSISTANT – 01/10/2021 – 31/12/2021

The overall joint vision of RiEcoLab for 2030 is to develop a novel way R&D is being performed in universities in order to ensure immediate commercialization (spin-offs) and involvement of a large number of internal stakeholders (academic and non-academic staff, students). The new operational framework would be introduced via Ecosystem

Integration Labs (EIL) to be developed and implemented by each participating university (by relying on existing infrastructures such as research support offices and technology transfer offices).

Taking part at the team project meetings, Documenting toolkit specific sections, Developing specific sections for the toolkit, Developing the slides for the specific section, Developing the videos for the asynchronous learning materials, Developing the EIL Website for SNSPA: <http://riecolab.facultateademanagement.ro>, Translation of the developed section into Romanian

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IT EXPERT - KNOWMAN: KNOWLEDGE MANAGEMENT TRAINING FOR KIBS SMES – 21/04/2022 – 31/07/2022

1. developed the website's platform (<https://knowmanproject.eu/>)
2. constantly updating and providing maintenance for the platform;
3. uploading articles and announcements on the platform;
4. assisting project members with technical expertise;

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RIECOLAB CONSORTIUM EXPERT RESEARCH ASSISTANT – 01/05/2022 – 31/12/2022

The overall joint vision of RiEcoLab for 2030 is to develop a novel way R&D is being performed in universities in order to ensure immediate commercialization (spin-offs) and involvement of a large number of internal stakeholders (academic and non-academic staff, students). The new operational framework would be introduced via Ecosystem Integration Labs (EIL) to be developed and implemented by each participating university (by relying on existing infrastructures such as research support offices and technology transfer offices).

NATIONAL UNIVERSITY OF POLITICAL STUDIES AND PUBLIC ADMINISTRATION

PHD STUDENT RESEARCH EXPERT - CNFIS-FDI-2021-0321 – 01/07/2021 – 31/12/2021

Developing the two websites of the project: <https://academicadvancehub.snsa.ro/> and <https://levelup.facultateademanagement.ro/>
Developing articles and vodcasts for the LevelUP community.

PROTV – BUCHAREST, ROMANIA

DIGITAL TRAFFIC EXECUTIVE – 26/03/2018 – 30/09/2018

- implementing, monitoring and optimizing digital advertising campaigns;
 - building the strategy for the programmatic sales component;
 - developing new ad formats and providing the sales department with ideas for special projects;
- Achievements: I've learned the workflow really fast, managed to be independent after a couple of weeks. Providing technical support for the Sales Director during GDPR implementation.

AVON ROMANIA – BUCHAREST, ROMANIA

COMMERCIAL ANALYST TRAINEE – 18/04/2017 – 25/03/2018

- in charge with reporting and business analysis for Business Integration department;
 - working with Microsoft Excel, KNIME Analytics and other data manipulation tools;
- Achievements: managed to improve interaction with Area Sales Managers and being a constant support for them. Optimising data reporting and manipulation by finding new tools.

PROMETHEUS PROGRAMMATIC (PART OF THEGROUP) – BUCURESTI, ROMANIA

PROGRAMMATIC CREATIVE JUNIOR – 10/02/2016 – 16/04/2017

- developing visuals for Google Display Network and other Social Media Channels (using Adobe Suite and Google Web Designer);
- Achievements: creating new and interactive ads (chatbot, scratch, dynamic ads);

ELECTRONIC ARTS ROMANIA – BUCHAREST, ROMANIA

CERTIFICATION TESTER – 01/07/2015 – 08/10/2015

- implementing test cases on titles like FIFA, NHL, NFL, NBA, etc.

ASOCIATIA STUDENTILOR LA MATEMATICA SI INFORMATICA – BUCHAREST, ROMANIA

PR&MARKETING DEPARTMENT MANAGER – 15/10/2015 – 01/04/2016

- coordinating a team of 8 people;

- managing different projects, creating communication campaigns for all of them;

 **ASOCIATIA STUDENTILOR LA MATEMATICA SI INFORMATICA** – BUCHAREST, ROMANIA

VICEPRESIDENT – 01/04/2016 – 01/04/2017

Achievements: rethinking some projects so that they are inline with market requirements, creating a database with the documentation for all projects managed by us.

 **DEVACADEMY** – BUCHAREST, ROMANIA

SOCIAL MEDIA MARKETING PADAWAN – 17/10/2017 – 17/04/2018

- learning about Social Media Marketing;

 **DIGITAL NATION (DEVACADEMY)** – BUCHAREST, ROMANIA

SOCIAL MEDIA ENGAGER – 01/06/2018 – 01/03/2019

- in charge with communication on all Social Media platforms (Facebook, LinkedIn, Twitter, YouTube);

Achievements: managed to develop a brand identity for DigitalNation and communicate this identity to all social media channels;

● **EDUCATION AND TRAINING**

26/09/2020 – CURRENT

PHD STUDENT Doctoral School - SNSPA

Field of study Management | **Thesis** Impact of digitalization in management practices

01/10/2018 – 10/07/2020 Bucharest, Romania

MASTER'S DEGREE - PROJECT MANAGEMENT College of Communication and Public Relations, SNSPA

Learning about the basics of Project Management, different types of methodologies (Waterfall, Agile) and frameworks (Scrum, Kanban, Lean). In 2019 I've managed the 6th edition of PM Masters Games, an event for students interested in Project Management.

I've studied Project Management, Strategic Management, Project Management Software (Microsoft Project), Risk Management, Design and implementation of research projects, Monitoring and Performance Indicators, Research methods and techniques, Design and implementation of EU funded projects, Leadership and Projects team management, Globalization and European integration, Project Evaluation and audit.

My final thesis is a study of the Romanian Project Management industry.

01/10/2014 – 01/07/2017 Bucharest, Romania

BACHELOR DEGREE, COMPUTER SCIENCE Faculty of Mathematics and Computer Science, University of Bucharest

- different types of programming languages;

- working in projects for the University and for other NGOs;

- final thesis about "Voronoi Diagrams: a tool for optimising air traffic";

15/09/2010 – 21/06/2014 Ploiesti, Romania

HIGH SCHOOL DIPLOMA, MATHEMATICS AND INFORMATICS "Alexandru Ioan Cuza" National College

● **LANGUAGE SKILLS**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	C1	C1	B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **JOB-RELATED SKILLS**

Job-related skills

- attention to details;
- understanding the client/user and his needs;
- I'm able to work on multiple projects simultaneously;
- proactive thinking, ability to work under pressure, people management, emotional intelligence;

● **COMMUNICATION AND INTERPERSONAL SKILLS**

Communication and interpersonal skills

- great communications skills due to my volunteering experience in the PR&Marketing Department;
- active listening;

● **ORGANISATIONAL SKILLS**

Organisational skills

- leadership (managing different projects during my volunteering activity);