



CRISTIAN-IONEL HAIDĂU

PhD Candidate in Communication Sciences - SNSPA

Entrepreneur · Research in online communication and disinformation

ACADEMIC AND PROFESSIONAL PROFILE

PhD candidate in Communication Sciences at SNSPA, researching online disinformation, influence mechanisms on social media, and psychological warfare in the digital environment. The academic work is grounded in marketing, first developed during undergraduate studies and later expanded through the Master's programme in Social Media and Online Marketing. During the Master's degree, the research focus moved towards fake news, online disinformation mechanisms and their consequences, a direction further developed in the doctoral research. At the same time, the concepts and mechanisms studied academically have been compared with real-world practice through entrepreneurial, marketing and communication activities, as well as direct involvement in politics and electoral campaigns.

EDUCATION

- **PhD - Communication Sciences, SNSPA Doctoral School** (expected completion 2026)
Status: PhD candidate; pre-defense passed in May 2026, thesis submitted for public defense.
Thesis title: *"Particularities of Psychological Warfare on Facebook in Romania - Narrative Vectors, Manipulative Tactics and Psychological Mechanisms Analysed through Chaos Theory, Chinese Water Torture and the Butterfly Effect"*
- **Master's Degree - Social Media and Online Marketing, SNSPA** (2021)
Final grade: 10/10
Master's thesis title: *"Online Disinformation and Fake News: Mechanisms and Consequences"*
- **Bachelor's Degree - Marketing and International Economic Affairs, Spiru Haret University, Bucharest** (2009)
- **Baccalaureate - Mathematics and Computer Science, Spiru Haret National College, Bucharest** (2004)

ACADEMIC PUBLICATIONS

- **Haidău, Cristian-Ionel (2023).** "Humorous satirical meme, online influence tool". *Strategic Impact*, no. 1/2023. Centre for Defence and Security Strategic Studies (CSSAS), Carol I National Defence University (UNAp)
- **Haidău, Cristian-Ionel (2024).** "Romanians' Resilience to Fake News in the Context of the War in Ukraine". *Intelligence și cultura de securitate*, vol. 3/2024. Mihai Viteazul National Intelligence Academy (ANIMV).

- **Haidău, Cristian-Ionel (2025).** "Astroturfing and Psychological Warfare on Facebook". *Inteligențe și cultura de securitate*, vol. 4/2025. Mihai Viteazul National Intelligence Academy (ANIMV).

ACADEMIC CONFERENCE PRESENTATIONS

- "Romanians' Resilience to Fake News in the Context of the War in Ukraine" - Inteligențe și cultura de securitate, 7 June 2024.
Organiser: Doctoral School of Intelligence and Security - ANIMV - ICS
- "Astroturfing and Psychological Warfare on Facebook" - Inteligențe și cultura de securitate, 5 June 2025.
Organiser: Doctoral School of Intelligence and Security - ANIMV - ICS

RELEVANT COURSES / WORKSHOPS

- **Course** "*Advanced Research in Hybrid Threats*", European Security and Defence College (ESDC), Bucharest, 21-25 October 2024.
- **Workshop** "*Fact-checking: What It Is and How We Apply It*", delivered by the Eurocomunicare Association within FactBoost, 20 June 2023.

ENTREPRENEURIAL AND PROFESSIONAL EXPERIENCE

- **Founder, NILS Imobiliare**, real estate agency (2021-present)
- **Adviser to Member of Parliament Gabriel Rădulescu** (2020)
- **Member of the Board of Directors**, Bucharest Municipal Company for Civil Protection and Volunteering (2020)
- **Founder, Artanis Gamers Club**, gaming venues (2012-2020)
- **Founder, Gamblers Pizza**, restaurant (2014-2018)
- **Founder, Tuning Center**, automotive parts (2008-2012)
- **Founder, OK Shop**, general online store (2008-2012)
- **Associate Financial Consultant**, bank loan brokerage (2006-2008)
- **Independent Insurance Agent** (2005-2008)
- **Marketing Manager (volunteer), Midnight Racers Romania**, car racing and tuning enthusiasts' club (2005-2007)

PROFESSIONAL RECOGNITION AND MEMBERSHIPS

- **Vice President, ABI - Real Estate Brokers Association**
- **"Best Real Estate Marketing Specialist"**, National Real Estate Awards Gala 2024, Palace of Parliament
- **"Agency of the Year"**, National Real Estate Awards Gala 2025, Palace of Parliament

CERTIFICATIONS AND SPECIALISATIONS

- **Manager**
- **Occupational Health and Safety Risk Assessor - postgraduate programme**
- **Project Evaluator**
- **Internal Auditor**
- **European Certification - Real Estate Broker - CEPI**
- **NAR Designations - National Association of Realtors (USA):**
 - RENE - Real Estate Negotiation Expert
 - SRS - Seller Representative Specialist
 - ABR - Accredited Buyer's Representative
- **Real Estate Broker - professional accreditations: ABI and CPI**
- **Artificial Intelligence Applications in Real Estate - Real Estate Brokers Association**
- **Real Estate Financing - AVBS**
- **Real Estate Investments - Levels I and II - Carutacubani.ro**
- **Comparative Market Analysis - APAIR**
- **Home Staging - Real Estate Brokers Association**
- **ANC-accredited Trainer - Atelierele Ilbah**

LEADERSHIP AND PUBLIC COMMUNICATION

- President, PNL Apărătorii Patriei, Sector 4 (2024-present)
- Vice President, PMP Bucharest (2021-2024)
- National Vice President, PMP Youth (2020-2021)
- President, PMP Youth Bucharest (2018-2024)
- President, PMP Youth Sector 4 (2017-2024)
- Vice President, PMP Sector 4 (2018-2024)
- Adviser to Member of Parliament Gabriel Rădulescu (2020)

Direct involvement in numerous electoral campaigns - local, parliamentary, European Parliament and presidential - often as part of strategy, communications and campaign teams: strategy, messaging, volunteer coordination and field logistics. Member of Theodor Paleologu's campaign team in the 2019 presidential election. Leadership of the youth organisation was recognised with the Diploma for the Most Active Youth Organisation (2019).

DIGITAL SKILLS

Digital marketing: SEO, SEM, GEO, performance marketing, social media marketing and branding. Photo/video editing: Photoshop, Lightroom, CapCut, VSDC, Insta360 Studio, Canva. 360° photography and virtual tours. Microsoft Office suite. AI automations and integrations: Make, Vapi, ElevenLabs, Twilio and Telegram APIs. CRM and real estate platforms: Pitagora, Imopedia.

LANGUAGES

Romanian - native | English - intermediate