

PERSONAL INFORMATION **Andreea B. Camara**

WORK EXPERIENCE

May 2026 – Present

Consultant and Advisor

Galați County Council, Romania

Business or sector Public administration

Jul 2023 – Present

Marketing Manager

CBD Business Events SRL (Business Days), Bucharest, Romania

- Coordinated marketing and communication for the Business Days hybrid events
- Built data-driven marketing strategies based on data extraction and analysis
- Created and developed new business directions and products
- Integrated digital campaigns, lead generation and marketing automation; relations with partners, speakers and media

Business or sector Business events

Feb 2020 – 2022

Content Marketing Manager

CBD Business Events SRL (Business Days), Bucharest, Romania

- Content strategy and production (text, photo, video, e-books) for website and social media
- Marketing automation, customer journey design and lead generation campaigns
- Organised webinars and masterclasses; lead nurturing campaigns

Business or sector Business events

Feb 2019 – Feb 2020

Marketing Manager

Fast Europe Link SRL, Bucharest, Romania

- Communication and marketing strategy for the launch of a new business line
- Digital campaigns: email marketing, Facebook Ads, Google Ads and remarketing; negotiated client campaigns

Business or sector Digital marketing

Feb 2018 – Feb 2019

Project Manager (part-time)

Quarq Project SRL, Bucharest, Romania

- Market launch of a turnkey video streaming studio; coordinated the team, procedures and sales

Business or sector Audio-video production

Sep 2016 – Feb 2019

Assistant Manager*Direct collaborator of the Romania–Morocco Chamber of Commerce*

EurAfrica Business Club, Bucharest, Romania

- Correspondence with public institutions and foreign partners; protocol and delegations
- Organised national and international conferences, fairs and exhibitions; drafted contracts and offers

Business or sector International business cooperation

EDUCATION AND TRAINING

2022 – 2026

PhD in Management

EQF level 8

National University of Political Studies and Public Administration (SNSPA), Bucharest, Romania

Thesis: *Exploring the Role of Knowledge Dynamics and Customer Knowledge Management in Enhancing Open Innovation*

2020 – 2022

Master's in Corporate Management and Branding

EQF level 7

SNSPA, Bucharest, Romania

2016 – 2018

Master's in Crisis Management and Conflict Prevention

EQF level 7

"Carol I" National Defence University, Bucharest, Romania

2013 – 2016

Bachelor's in International Relations and European Studies

EQF level 6

"Alexandru Ioan Cuza" University, Iași, Romania

2015 – 2020

Additional training

- Summer School "European Union and Legal Reform" (scholarship), Johns Hopkins SAIS Europe / CCSDD, 2015
- School of Negotiation, Babeș-Bolyai University, Cluj-Napoca, 2015

- Google Ads and LinkedIn Learning certifications in digital marketing, 2020

PERSONAL SKILLS

Mother tongue(s) Romanian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1

Levels: A1/2: Basic user - B1/2: Independent user - C1/2: Proficient user
Common European Framework of Reference for Languages

Communication skills

- Strong written and verbal communication skills, gained through 10 years in marketing and institutional communication
- Relations with public institutions, international partners, speakers and media

Organisational / managerial skills

- Project management and team coordination (product launch, hybrid events, campaigns)
- Negotiation and mediation; drafting documents, procedures and reports

Job-related skills

- Content strategy, lead generation and marketing automation; hybrid event logistics and production

Computer skills

- Advanced: Canva, Newsman; intermediate: Photoshop, Illustrator, ChatGPT, SmsAdvert, MerchantPro
- Facebook Ads, Google Ads, CMS platforms, team management tools

ADDITIONAL INFORMATION

Publications

1. *Improving Open Innovation: The Power of Social Media Knowledge Networks* (2025), co-authored with Prof. Constantin Brătianu – Review of International Comparative Management. DOI: 10.24818/RMCI.2025.2.314
2. *Examining the Connections between Knowledge Dynamics, CKM, and Open Innovation: A Bibliometric Analysis* (2024) – Review of International Comparative Management, 25(2). DOI: 10.24818/RMCI.2024.2.198
3. *Uncovering the Relations between Customer Knowledge Management and Open Innovation – A Cluster Analysis* (2024) – Journal of Innovation & Business Best Practice
4. *The Impact of Digitalization on Customer Knowledge Management* (2024) – Management Dynamics in the Knowledge Economy, 12(1), 21–38

Conferences

1. *The Effect of AI-Generated Content on Customer Knowledge Management and Customer Satisfaction* – BSLab 10th International Symposium, Jan 2026
2. *Knowledge Management, Artificial Intelligence, and Customer Engagement – A Bibliometric Analysis* – STRATEGICA, SNSPA, Oct 2025
3. *The Role of Rational, Emotional, and Spiritual Knowledge in Improving Customer Engagement Through Knowledge-Sharing* – BSLab 9th International Symposium, University of Insubria (Italy), Jan 2025
4. *Enhancing Open Innovation Through Social Media Groups as a Knowledge Exchange Mechanism* – STRATEGICA, SNSPA, Oct 2024
5. *A Bibliometric Analysis of Knowledge Dynamics and Open Innovation Process* – ICBE, Bucharest University of Economic Studies, Mar 2024
6. *The Impact of Using Knowledge Dynamics in the Communication Process with Customers* – STRATEGICA, SNSPA, Oct 2023
7. *A Cluster Analysis of the Correlations between CKM and the Open-Innovation Process* – 41st IBIMA Conference, Jun 2023
8. *Steps to Implement Knowledge Management in SMEs* – ICBE, Bucharest University of Economic Studies, Mar 2023. DOI: 10.2478/picbe-2023-0107

Projects

- AIESEC Iași – 8-week educational internship in India (“Conserv” project) and the “Cultural Vitamin” exchange project
- Youth Parliament – Pro Democracy Association, Chamber of Deputies and Senate of Romania