



Europass Curriculum Vitae

Personal information

Surname(s) / First name(s) **Alexandra Loredana STAICU**
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E-mail lori_lxi@yahoo.com
Nationality Romanian
Date of birth 25 May 1987
Gender Female

Occupational field

Work experience

Dates 31.07.2018 - Present
Occupation or position held **Technical coordinator**
Main activities and responsibilities

- Building media campaigns for raising awareness on the company's services;
- Building the communication plan and the PR strategy;
- Project management for content distribution initiatives;
- Verifying the content of the project materials (brochures, leaflets, press-adds, social media posts ecc.);
- Building strategies and action plans for the company by synthesizing all results into achievable recommendations;
- Providing necessary content for informative/ promotional materials;
- Providing design ideas for the promotional materials;
- Writing posts in social media channels (facebook, website, platform);
- Analyzing the results and statistics of the articles posted across digital channels and providing improvements when necessary;
- Drafting templates for specific brochures/ leaflets/ posters/ briefs and keeping communication with the team in order to establish the final form of the materials;
- Analyze and review of the materials subcontracted (studies content, brochures content, movies content ecc.) in order to validate their reception;
- Coordinating the team in order to achieve the established outputs and results;
- Prioritize the activities and the necessary steps in ensuring visibility of the company's services;
- Keeping permanent contact with projects suppliers and collaborators;
- Keeping contact with project partners and providing them follow-up indications;
- Actively participating in project activities, meetings, conferences and trainings.

Name and address of employer **Romanian Movement for Quality**
Type of business or sector Notified body in the Official Journal of the European Union, ISO systems certification body, Regional centre of continuous training.

Dates	01.02.2014 – Present
Occupation or position held	Management expert
Main activities and responsibilities	<ul style="list-style-type: none"> - Bilingual verification of MID (Directive 2014/32/EU) and NAWI (Directive 2014/31/EU) certificates (Romanian-English languages); - Prepare documentation for audits (ISO 9001, ISO 14001, OHSAS 18001, ISO 27001 ecc.); - Providing Romanian-English translations and English-Romanian translations of all documents within the company; - Providing Romanian-English and English-Romanian interpretation and translations during the meetings with foreign clients/ guests of the company; - Preparing e-mails content in English and Italian languages; - Planning events of the company and ensuring their promotion in mass-media; - Coordinating the events of the company; - Maintaining business relation with clients/partners/stakeholders ecc.; - Ensuring the business relations with the foreign clients; - Performing events project GANT and keeping permanent cooperation with the team; - Developing, managing and updating databases (internal and official website); - Managing social media accounts of the company; - Ensuring communication and promotion of activities/events of the company; - Designing promotional and support materials (brochures, flyers, folders, etc.); - Contracting structural and cohesion funds / other national or European funds; - Writing project applications for the company and participating in the project experts team to the implementation of all projects; - Providing consultancy in projects applications and implementation process; - Mantaining relation with media; - Monitoring data and analysis of fulfilling activity indicators.
Name and address of employer	Romanian Movement for Quality
Type of business or sector	Notified body in the Official Journal of the European Union, ISO systems certification body, Regional centre of continuous training.
Dates	18.04.2017 – 18.12.2018
Occupation or position held	Publicity responsible
Main activities and responsibilities	<ul style="list-style-type: none"> - Promoting company's services through digital means and in mass media; - Designing promotional and support materials, as content and graphic; - Informing the audience about the services of the company and keeping communication with stakeholders and providers; - Writing news content to be published in social media; - Follow-up measures of the publicity trends; - Coordinating the team and optimizing results within the publicity area; - Keeping the communication among the team member and giving support for improving specific situations; - Prioritize the activities and the necessary steps in ensuring visibility of the company's services.
Name and address of employer	Romanian Movement for Quality
Type of business or sector	Notified body in the Official Journal of the European Union, ISO systems certification body, Regional centre of continuous training.
Dates	27.02.2015 – 30.11.2015
Occupation or position held	Information and publicity responsible
Main activities and responsibilities	<ul style="list-style-type: none"> - Ensuring the connection with mass-media for the project events; - Leading the project partners to follow up the visibility measures; - Designing the content of press releases, leaflets, brochures, maps, banners and other informative materials; - Organizing press conferences, seminars, meetings; - Ensuring the visibility on the project website.
Name and address of employer	Romanian Movement for Quality

Type of business or sector	Notified body in the Official Journal of the European Union, ISO systems certification body, Regional centre of continuous training.
Dates	01.05.2014 – 30.11.2015
Occupation or position held	Placements Assistant
Main activities and responsibilities	<ul style="list-style-type: none"> - Organizing training stages for romanian students in companies from Wien; - Organizing training stages for romanian students in companies from Romania, according to their field of education; - Maintaining the relation with the project partners in selecting the students for practical trainings; - Training students on the conditions that must fulfill for their practical stages in companies, documents to be completed, indicators to be achieved; - Elaborating necessary documents for the practical practice of the students.
Name and address of employer	Romanian Movement for Quality
Type of business or sector	Notified body in the Official Journal of the European Union, ISO systems certification body, Regional centre of continuous training.
Dates	01.10.2013 – 28.02.2015
Occupation or position held	Administrative Secretary
Main activities and responsibilities	<ul style="list-style-type: none"> - Liaising with the bank and connections inside and outside the organization; - Organizing meetings and workshops; - Managing and archiving the project documents (reports, minutes, etc.); - Drafting correspondence, receiving, recording and its distribution to partners; - Keeping permanent communication with partners, colleagues and stakeholders; - Participation in the project activities related to the transfer of knowledge, organization of workshops, study visits.
Name and address of employer	Romanian Movement for Quality
Type of business or sector	Notified body in the Official Journal of the European Union, ISO systems certification body, Regional centre of continuous training.
Dates	28.08.2013 – 10.01.2015
Occupation or position held	Secretary of Council of Partners
Main activities and responsibilities	<ul style="list-style-type: none"> - Identifying and recruiting participants for the training sessions; - Create database of potential students; - Developing documents that certify the student participation in the training sessions of the project; - Developing of monthly / periodic addenda, documents in accordance with the rules of visibility of the project; - Organizing conferences, workshops, events; - Providing updated information on the transnational portal of the project, identifying functional errors in the portal; - Documents management for procurement procedures (member of the evaluation, as well as the reception of goods and services); - Coordination of information flow and providing communication between partners with public institutions and the media; - Ensuring the relationship with the media and developing specific documents (press releases, ads, radio spots and TV); - Sending invitations for conferences / events to the media, companies and the general public; - Providing the project visibility; - Organizing promotional activities and dissemination of project results; - Participation in the project activities related to the transfer of knowledge, organization of workshops, study visits.
Name and address of employer	Romanian Movement for Quality
Type of business or sector	Notified body in the Official Journal of the European Union, ISO systems certification body, Regional centre of continuous training.

Dates	01.02.2010 – 31.01.2014
Occupation or position held	Manager Assistant
Main activities and responsibilities	<ul style="list-style-type: none"> - Analysis of certification documentation files and preparation of appropriate forms (questionnaires, provision of appointing the audit team, appointments, briefings, etc.); - Designing certificates of quality, environmental, occupational health and safety, social responsibility, etc.); - Design and transmission of the certification marks to customers; - Updating internal data (certification and personnel files) and the official website (www.mrco.ro); - Within the training center – preparation of training materials (paper presentation, evaluation sheets, quizzes, course support) and designing the auditor certificates; - Other administrative tasks.
Name and address of employer	Romanian Movement for Quality
Type of business or sector	Notified body in the Official Journal of the European Union, ISO systems certification body, Regional centre of continuous training.
Dates	06.04.2011-02.05.2011
Occupation or position held	Economist
Main activities and responsibilities	Bond market research for finding brokers compatible with the requirements of the bank, creating databases with them and selecting the most suitable for collaboration.
Name and address of employer	Brüll Kallmus Bank AG, Vienna
Type of business or sector	Services for institutional clients (Fixed Income Sales, Real estate projects, Alternative Investments)
Dates	01.11.2009 – 07.12.2009
Occupation or position held	Economist
Main activities and responsibilities	Primary accounting; Preparation of health statements, unemployment and retirement pay under the program.
Name and address of employer	S.C. OZ MARATON COM S.R.L., Romania
Type of business or sector	Accounting
Dates	01.07.2008- 15.04.2009
Occupation or position held	Sales consultant
Main activities and responsibilities	Prospective the target markets and identifying new customers; Promote and sell the company's products; Develop and maintain the customers portfolio.
Name and address of employer	S.C. ALLCA IMAD S.R.L., Romania
Type of business or sector	Marketing
Education and training	
Dates	01.10.2009 – 01.07.2011
Title of qualification awarded	Master Degree
Principal subjects/occupational skills covered	Analyzing and evaluating financial organizations
Name and type of organisation providing education and training	Faculty of Economics and Business Administration - University of Craiova (Romania)
Level in national or international classification	University

Dates	01.10.2006- 01.07.2009
Title of qualification awarded	Bachelor Degree
Principal subjects/occupational skills covered	Finance and banking
Name and type of organisation providing education and training	Faculty of Economics and Business Administration - University of Craiova (Romania)
Level in national or international classification	University
Dates	15.09.2002 – 15.06.2006
Title of qualification awarded	High School Graduation Diploma
Principal subjects/occupational skills covered	Social Sciences
Name and type of organisation providing education and training	“Fratii Buzesti” National College, Craiova
Dates	20.09.2018-21.09.2018
Title of qualification awarded	Data protection officer
Principal subjects/occupational skills covered	GDPR regulation (EC) nr. 679/27.04.2016
Name and type of organisation providing education and training	EUPACK-ID S.R.L.
Dates	23.01.2012-27.01.2012
Title of qualification awarded	External auditor diploma of quality management systems, environmental and occupational health and safety, in accordance with SR EN ISO 9001:2008, SR EN ISO 14001:2005, SR OHSAS 18001:2008
Principal subjects/occupational skills covered	Principles of quality management, environmental and occupational health and safety, environmental and occupational health and safety legislation, principles of auditing, audit techniques, competence and evaluation of auditors, conduct an audit program
Name and type of organisation providing education and training	Romanian Movement for Quality
Dates	20.12.2010 – 24.12.2010
Title of qualification awarded	Diploma of quality management systems auditor, in accordance with SR EN ISO 9001:2008
Principal subjects/occupational skills covered	Principles of audit, audit programs leadership, conducting audits of quality management system (CMS)
Name and type of organisation providing education and training	AJOFM Olt
Dates	01.05.2010 – 31.07.2010
Title of qualification awarded	Certificate
Principal subjects/occupational skills covered	E-commerce, financial accounting, financial diagnosis of the company, company management, project management, statistical methods in business management, business plan.

Name and type of organisation providing education and training	Edu – Entrepreneur project, Romania									
Dates	01.06.2009 – 01.10.2009									
Title of qualification awarded	Certificate									
Principal subjects/occupational skills covered	Credit institutions, banking principles.									
Name and type of organisation providing education and training	Romanian Banking Institute, Bucharest									
Dates	01.05.2008 – 31-05.2008									
Title of qualification awarded	Banking practice									
Principal subjects/occupational skills covered	Interaction with the bank customers; preparing banking documents; updating databases.									
Name and type of organisation providing education and training	Transilvania Bank, Craiova - Romania									
Personal skills and competences										
Mother tongue(s)	Romanian									
Other language(s)	English, Italian, Spanish, French									
Self-assessment <i>European level (*)</i>										
Language	Understanding				Speaking				Writing	
	Listening		Reading		Spoken interaction		Listening		Reading	
	E	C2	E	E	C2	E	E	C2	E	E
Language	I	C1	F	I	C1	F	I	C1	F	I
Language	S	C2	S	S	C2	S	S	C2	S	S
	F	B1	I	F	B1	I	F	B1	I	F
<i>(*) Common European Framework of Reference for Languages</i>										
Organisational skills and competences	Good organizer of working time, ability to organize activities and to meet deadlines, achieving challenging goals, self-motivated to performance, adaptable to changes, pro-active, eye for details.									
Technical skills and competences										
Computer skills and competences	MS Office, Corel Draw, Google Analytics, Adobe Illustrator, Google Drive applications, Visual Basic, Accounting Program Smart Bill.									
Other skills and competences	Spontaneous, communicative, polite, adaptable, sociable, innovative, committed, perspicacious, intuitive, creative, flexible, organized, traveler.									
Driving licence	B category (auto vehicles) since 2007.									

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