



Alexandra Dinu



WORK EXPERIENCE

01/10/2018 – CURRENT Bucharest, Romania

ASSISTANT PROFESSOR BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

Elaboration and teaching of seminars for the subjects: Marketing Research; Marketing Information Systems, Basics of Marketing and Student Evaluation

04/2021 – 04/2023 Bucharest, Romania

ECONOMIST RESEARCH ASSISTANT IN MANAGEMENT BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

Elaboration of Specific Documents
Compliance with the objective calendar and the reporting period
Research Effects of Entropy on Economic phenomena

2019 – 2021 Bucharest, Romania

FOUNDER, MARKETING SPECIALIST EVENT EMPORIUM NOW SRL

Project application and preparation of legal documents
Project implementation.
Verification and compliance with indicators
Verification and compliance with conditions both in terms of implementation and in terms of sustainability and post-sustainability

2019 – 2021 Bucharest, Romania

ECONOMIST RESEARCH ASSISTANT IN MARKETING BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

Neural Networks Research, Semantic Studies, Informational Programs for Natural Language Processing

2018 – 2020

MONITORING EXPERT BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

Monitoring the implementation of EU financed projects
Elaboration of documentation
Document verification and implementation
Elaboration of periodic reports

2017 – 2019 Bucharest, Romania

ADMINISTRATOR, CO-FOUNDER NUCLEUS TECHNOLOGIES SRL

Creating and developing business and marketing campaigns and strategies;
Company business monitoring and project management.

2016 – 2017 Constanta, Romania

ECONOMIST IMP EXPERT BUSINESS

Creating and developing business and marketing campaigns and strategies;
Creating specific documentation regarding the economic situation of the business

2014 – 2018 Bucharest, Romania

ADMINISTRATOR / FOUNDER ROMANIAN DREAM GUIDE

Project application and preparation of legal documents
Project implementation.
Verification and compliance with indicators
Verification and compliance with conditions both in terms of implementation and in terms of sustainability and post-sustainability.

2014 – 2017 Bucharest, Romania

**ADVISOR/ EXPERT/ INSPECTOR/ REFERENT/ ECONOMIST IN COMMERCE AND MARKETING AND
EVENT MANAGER ROMANIAN TREASURES TRAVEL SRL**

Commerce and Marketing
Elaboration of Specific Documents
Elaboration of the company's strategy
Elaboration of the marketing and sales policy

2014 – 2018 Bucharest, Romania

**ASSOCIATE RESEARCHER - SECURITY STUDIES AND PR ISEE – INSTITUTE FOR THE STUDY OF
EXTREME EVENTS AND BLACK SWANS**

Research, news analysis and article writing in the field of security
Social Media Manager, Event Manager

● **EDUCATION AND TRAINING**

2018 – CURRENT Bucharest, Romania

DOCTOR IN ECONOMY The Bucharest University of Economic Sciences

Address Bucharest, Romania | **Thesis** Integrated communication using marketing process automation platforms

2016 – 2018

MASTER DEGREE UNESCO Chair for intercultural and interreligious exchanges Section -
Intercultural Management

Competences in Intercultural Management, Human Resources Management, Administration
Business and Negotiation.
Human Resources Management in the International Field, International Marketing, Strategic Management,
Business Administration in the International Environment, Negotiation and Communication.

2013 – 2016 Bucharest, Romania

MASTER DEGREE Department of International Relations – Specialization Politics and European
Economy SNSPA

Skills in the management of organizations, international law and tax policies.
World Economy, Regional Economy, Introduction to Organization Management, Public International Law, Tax
Policies

Address Bucharest, Romania

Economics, Sociology, International, Institutional and Organizational Governance, Political Economy of International Trade, International Law

Address Bucharest, Romania | **Field of study** Political Science

Business Law, Business Administration, Marketing of Small and Medium Businesses
Skills in business administration, business marketing, business law, statistics

Address Bucharest, Romania

● LANGUAGE SKILLS

Mother tongue(s): **ROMANIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C2	C2	C2
FRENCH	B2	B2	B2	B2	B2
ITALIAN	B2	B2	B1	B1	B2

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

● DIGITAL SKILLS

Microsoft Office | Google Drive | Zoom | Skype | Instagram | Facebook | Social Media | Microsoft
Excel | Google Docs | LinkedIn | Microsoft Word | Microsoft Powerpoint | Power Point | Internet
user | Written and Verbal skills | Good listener and communicator | Analytical skills

● ADDITIONAL INFORMATION

VOLUNTEERING

2010 – 2016 Bucharest - UN Youth Association in Romania

Marketing and PR Department Manager; Speech Writer Public Relations, Graphic design, Event Organizer, Speech Writer

2008 – 2010 National Antidrug Agency (Constanta)

Event Organizer and Volunteer Conducting public information campaigns on the dangers of drug use. Organizing awareness balls for youth - (Zero Budget)

2007 – 2008 Red Cross Constanta

First aid Volunteer Participating in courses; graduation and certification in first aid; Participation in first aid campaigns

PROJECTS

03/2023 – CURRENT

Associate Expert Associate Expert for New Strategy Center

Link <https://www.newstrategycenter.ro/experts/>

2020 - 2021

Shield Administrator, Marketing Developer, PR

Development of the Shield project – Application for detecting fake news by analyzing natural language

Link <https://op.europa.eu/en/web/eudatathon/2020-edition>

2021

UEFA EURO 2020 Ceremonies Coordinator

2016

Event manager "Night in Bran Castle" - Airbnb and Bran Castle partners Event was broadcasted in 115 countries

88.000 applications from all around the world

estimated price of free publicity off of the event - 2 million dollars

2015

Dracula Festival Event meant to promote Romania abroad by attracting tourists with something they know about Romania, and teaching them the real history of Vlad Tepes.

The event gathered 11.000 visitors at its first edition, making it the second largest medieval festival in Romania.

2014

25 years since the fall of communism in Central and Eastern Europe: looking back, looking ahead Member of the organizing team

2010 - 2016

Model UN Member of the Organizing Staff for the BISMUN Conference 2010 -2016 (UN Simulation)

SOCIAL AND POLITICAL ACTIVITIES

2013 - 2015 Bucharest - National School of Political and Administrative Studies SNSPA

Member of the Senate Student Representative

HONOURS AND AWARDS

2021

Forbes 30 under 30 - Forbes Magazine

Link <https://www.forbes.ro/articles/forbes-30-sub-30-2021-alexandra-dinu-romania-va-deveni-cel-mai-mare-pol-de-lansare-pentru-business-uri-si-startup-uri-din-sud-estul-europei-232169?fbclid=IwAR0rxy7DPYutCpQ5cbpm-gQT2cZ1DtFhB8DB6Q0rqKAUxYv3YA7H-BxZfHo>

10/2010

Second prize - EU Datathon - European Commission Second prize at EU Datathon - "Challenge 3: 'A new push for European democracy'"

Link <https://op.europa.eu/en/web/eudatathon/-/2020>

2019

First prize - Bearing Point "Be an Innovator" contest organized by Bearing Point for the Clark project - Smart Glasses for Industry 4.0

2018

Start-up of the year - Politehnica University of Bucharest "Start-up of the year" Award - Bucharest (country finalist) at the "Innovation Labs 2018" contest for the Clark project - Smart Glasses for Industry 4.0

2019

First prize - iCEE.fest Point "200 Seconds of Fame" contest organized by iCEE.fest Point for the Clark project - Smart Glasses for Industry 4.0

CERTIFICATIONS

2023 – CURRENT

IT Specialist - Cybersecurity

Earners of this badge are starting their journey in the cybersecurity field. This exam assesses their understanding of key security paradigms, terminology, and mindset. Badge earners have a keen awareness of the importance of security and the threats to a business when security procedures are not followed. They are willing to teach others about security concerns. They are developing the investigative and implementation skills necessary to succeed in the field.

Link https://www.credly.com/badges/55df7934-6dbd-45f4-935e-e485645e62ce/public_url

Cybersecurity Essentials

Cisco verifies the earner of this badge successfully completed the Cybersecurity Essentials course. The holder of this student-level credential has foundational knowledge of cybersecurity, including the basics of network security, encryption and cybersecurity laws. The holder has been introduced to tactics and techniques used by Black Hats, and the principles of Confidentiality, Integrity, and Availability used by White Hats to defend networks.

Link https://www.credly.com/badges/f784ab5a-7dad-4eb4-875b-a2415df6287c/public_url

2023 – CURRENT

Microsoft Certified: Security, Compliance, and Identity Fundamentals

Earners of the Security, Compliance, and Identity Fundamentals demonstrate a functional understanding of security, compliance, and identity (SCI) across cloud-based and related Microsoft services.

Link https://www.credly.com/badges/6a72aa41-798f-4832-b31a-6242acbd9b55/public_url

2023 – CURRENT

Microsoft Certified: Azure Fundamentals

Earners of the Azure Fundamentals certification have demonstrated foundational level knowledge of cloud services and how those services are provided with Microsoft Azure.

Link https://www.credly.com/badges/ca1bcd9f-9791-4233-bb48-06d35638ad9d/public_url

2019

Human Resources Manager Certification

2019

Human Resources Inspector Certification

2016

Travel Agent / Guide - Certification

2016

National Tour Operator Guide Certification

2015

Project Manager Certification

2014

Trainer Certification

PUBLICATIONS

[Human Capital Theory In Respect To Cultural, Digital Implications And Integrated Communication](#) – 2

2021

[The Tracking Of Industrial And Digital Revolutions And The Importance Of Human Capital Development](#)

– 2021

Destination Management Organizations: A Systematization Of Recent Literature With A Focus On New Research Trends

– 2020

Innovative Entrepreneurial Companies in the Digital era: The Impact of Business Automation on International Development and Competitive Advantage

– 2020

Can Digital Solutions Be Applied Effectively In The Travel Industry, During Pandemic? – 2020

Digital Marketing On Destination Sustainability Study Case: Romanian Ecotourism – 2020

Methods Of Promoting Sustainability For Touristic Destinations – 2019

Tourism Competitiveness In Eastern Mediterranean Basin. Lebanon Case, – 2019

DRIVING LICENCE

Driving Licence: AM

Driving Licence: B1

Driving Licence: B