



Curriculum vitae
Europass

Personal information

Name, Surname **Florin Zeru**
E-mail florin.zeru@comunicare.ro
Nationality Romanian
Year of birth 1986

Professional experience

Employer's name National University of Political Studies and Public Administration Bucharest
30A Expozitiei Bvd., Bucharest 1, Romania

Activity field Public Sector

Period February 2021 - present

Function **Researcher** for the Edu-C-Ad-cod 136584 project "**New tools for the national strategy on adult continuing education in Romania**", SIPOCA 867.

Activities and responsibilities

- takes part in reviewing books and pertinent national and European documents;
- helps to document and analyze adult continuing education in Romania and other countries;
- supports the creation of communication materials about the project to promote science;
- reports on the tasks completed on a monthly basis in accordance with AMPOCA guidelines or requirements (contributes to the progress report and time sheet);
- participates in roundtables and working visits;
- contributes to qualitative research by conducting semi-structured interviews with the intention of analyzing the factors that the government considers when managing adult continuing education and the situation that results from their work;
- regularly takes part in meetings both online and in person;

Project specifics:
Specific project objectives:

- determining the main cognitive capacities and needs of adults in Romania for continuing education;
- defining the National Strategy for Adult Continuing Education for the years 2021–2027;
- drafting and submitting a proposal for a normative act to the MEC for approval in order to approve the National Strategy for Adult Continuing Education for the years 2021–2027;
- enhancing MEC and MMPS staff members' knowledge and abilities to address issues in the field of adult continuing education, including those of their subordinate structures

Beneficiary: Ministry of Education

Employer's name National University of Political Studies and Public Administration Bucharest
30A Expozitiei Bvd., Bucharest 1, Romania

Activity field Public Sector

Period	October 2017 - present
Function	Associate Professor
Activities and responsibilities	<ul style="list-style-type: none"> • Techniques for writing political speeches in the Master's program Leadership and Political Communication • Public Communication and Emerging Media in the undergraduate specialization Communication and Emerging Media
Employer's name	National University of Political Studies and Public Administration Bucharest 30A Expozitiei Bvd., Bucharest 1, Romania
Activity field	Public sector
Period	October – December 2021
Function	Expert in Project "Online mapping of nationalist narratives, with disruptive and polarizing potential in social media" , supported by the US Agency for International Development under the terms of a cooperative agreement with the Cooperative Framework Agreement No. 98.001 (AID-OAA-A-17-00032).
Activities and responsibilities	<ul style="list-style-type: none"> • define the terms "search/monitoring items" and "Boolean search"; • online surveillance and data gathering; • management of big data; • analysis of both quantitative and qualitative data; • creating recurring reports. <p>About the project: The project's objective is to assess polarizing and potentially disruptive populist narratives in Romanian social media using cutting-edge monitoring and analysis techniques.</p>
Employer's name	National University of Political Studies and Public Administration Bucharest 30A Expozitiei Bvd., Bucharest 1, Romania
Activity field	Public sector
Period	October – November 2021
Function	Mentoring for the initiative "Creativity and Excellence in Study, Academic and Social Integration - CESIAS@SNSPA"
Activities and responsibilities	Supporting activities for coaching and programs for personal growth Project specifics: The Creativity and Excellence in Study, Academic and Social Integration - CESIAS@SNSPA project seeks to improve first-year undergraduate student retention and academic and social integration, which will naturally result in a decrease in the dropout rate in the four faculties of SNSPA.
Employer's name	National University of Political Studies and Public Administration Bucharest 30A Expozitiei Bvd., Bucharest 1, Romania
Activity field	Public sector
Period	September 2019 – November 2020
Function	Expert
Activities and responsibilities	<p>Project: "Strengthening the capacity of central public administration authorities to optimize processes for managing the organization and conduct of major sporting events in Romania", SMIS 127961 - SIPOCA 609</p> <p>Beneficiary: Ministry of Internal Affairs of Romania;</p> <p>Main task: analysis of legal framework related to continuous training of key actors involved in management of major sport events and elaborate proposals;</p> <p>Specific tasks:</p> <ul style="list-style-type: none"> • Elaborating proposals and identifying optimal solutions for accomplishing the assumed objectives; • Analysis of international legal framework and domestic regulations related to continuous training of key actors involved in the management of major sport events, in at least three UEFA affiliated states;

	<ul style="list-style-type: none"> • Participating in workshops organized within activity 6.2. aimed at identifying best practices related to training of staff active in the field of public order and security, emergency interventions and qualified first aid, as well as staff responsible for order and participants' safety inside sports arenas; • Preparing a comparative study between these states and Romania and delivering conclusions in project workshops organized; • Contributing to the elaboration of the Plan of measures related to the continuous training of key actors involved in the management of major sports events organized in Romania. <p>About the project: The project was co-financed by the European Social Fund (ESF) through the Operational Programme Administrative Capacity (POCA), Priority Axis 1 Efficient public administration and judicial system. The primary objective of the project was to strengthen the capacity of the Ministry of Internal Affairs by developing tools for coordination, efficiency and increasing the quality of public order and security, as well as managing emergency interventions and qualified first aid in organizing and conducting events major sports in Romania.</p>
Employer's name	National University of Political Studies and Public Administration Bucharest 30A Expozitiei Bvd., Bucharest 1, Romania
Activity field	Public sector
Period	April 2019 – November 2020
Function	Communications Expert (online and radio dissemination)
Activities and responsibilities	<p>Project: "Mind the Gap: EU Cohesion Policy helps increase the quality of life of Romanian citizens"</p> <p>Main task: assist and provide support to communication campaign and to implementation of social media and radio communication.</p> <p>Specific tasks:</p> <ul style="list-style-type: none"> • Implementation of complex online campaign, launched on several levels: <ul style="list-style-type: none"> ○ Facebook - Facebook page of project, CPD-SNSPA Facebook page and other pages belonging to the SNSPA community used for dissemination of social media adapted content during the active period of project (Facebook Ads campaign total reach - over 1.3M people, mostly youngsters). ○ Facebook Groups - 11 Facebook groups (geographic split around areas where cohesion policy generated impact projects in Romania) were created and kept active, experts having maintained permanent dialogue on effects of European funds (estimated to a total of almost 33K members at the end of the project). ○ Youtube and Twitter – dedicated YouTube channel and Twitter account were created, promoting specific communication content. <p>About the project: The project was funded with support from the European Commission, Directorate-General for Regional and Urban Policy - "Support for information measures on EU cohesion policy".</p>
Employer's name	Ministry of Liaison with the Parliament of Romania Victoria Palace, 1 Victoriei Square, Bucharest 1, Romania
Activity field	Public Sector
Period	March 2018 – April 2019
Function	Adviser within the Minister's Cabinet
Activities and responsibilities	Speechwriting; analysis of internal political environment and developments; media monitoring and comprehensive analysis; management of press - government relationship; overall management of outgoing government communication

Employer's name	Studio Twelve SRL Crin Building, 16 Colentina St., Bucharest 2, Romania
Activity field	Private Sector
Period	May 2017 – May 2018
Function	PR Specialist
Activities and responsibilities	Project: "INFOAGRICOL - information project for the new generations about the Common Agricultural Policy in Romania, a country with an important rural profile", contract code: AGRI (2017) 0169 Specific tasks: <ul style="list-style-type: none"> • Implementation of communication strategy agreed with project management; • Prepare and/or review of press releases, presentations related to CAP; • Prepare articles for websites and relevant social media content (Facebook, Twitter), editing of brochures and radio spots; • Media monitoring and analysis, drafting activity reports. About the project: The project was funded by the European Commission and involved an information campaign on the Common Agricultural Policy in Romania. The campaign included direct meetings with young people in the 8 Development Regions of Romania, dissemination of explicit and relevant materials on the application of CAP in Romania, a radio campaign and an online information campaign.
Employer's name	Government of Romania Victoria Palace, 1 Victoriei Square, Bucharest 1, Romania
Activity field	Public Sector
Period	July 2017 – January 2018
Function	Adviser to Communication State Counselor
Activities and responsibilities	Speechwriting; analysis of internal political environment and developments; media monitoring and comprehensive analysis; management of press - government relationship; overall management of outgoing government communication
Employer's name	Government of Romania, Victoria Palace, 1 Victoriei Square, Bucharest 1, Romania
Activity field	Public Sector
Period	April 2017 – June 2017
Function	Advisor to Government Spokesperson
Activities and responsibilities	Speechwriting; analysis of internal political environment and developments; media monitoring and comprehensive analysis; management of press - government relationship; overall management of outgoing government communication
Employer's name	Ministry of Labor, Family, Social Security and Elderly People 2-4 Dem I. Dobrescu, Bucharest 1, Romania
Activity field	Public Sector
Period	April 2015 – January 2016
Function	Adviser to State Secretary
Activities and responsibilities	Analysis of internal politics environment; media monitoring and comprehensive analysis; management and maintenance of social media accounts;
Employer's name	Multimedia Foundation for Local Democracy 3 Emil Pangrati St., Bucharest 1, Romania

Activity field	Non-governmental / non-profit organization
Period	July 2014 – March 2015
Function	Analysis Expert
Activities and responsibilities	Project: “FA - Active women on the labor market”, POSDRU/144/6.3/S/130467 Main task: perform in-depth research and data analysis in respect to society development, social structure by groups and categories, social relations and institutions and social behavior, as well as their influence on the individuals; About the project: The project was co-financed from the European Social Fund through the Sectorial Operational Programme Human Resources Development 2007-2013, Priority Axis 6 Promoting Social Inclusion, Major Area of Intervention 6.3. Promoting Equal Opportunities on the Labor Market. The project aimed at: training over 500 women; delivering training and information sessions for 250 participants in order to promote gender equality; raising awareness in respect to principles of equal opportunities and gender in the civil society, media and public institutions; developing and certifying the entrepreneurial skills for 100 women and supporting them in starting a business.
Employer’s name	Politic Blueprint SRL 10 Făt Frumos St., Bucharest 5, Romania
Activity field	Private Sector
Period	March 2011 – March 2015
Function	PR Specialist
Activities and responsibilities	Analysis, interpretation and reporting of data obtained by means of field and office research; media monitoring and comprehensive analysis; activity and media presence reports for client purposes.
Employer’s name	Romanian Agency for Quality Assurance in Higher Education (ARACIS) 12 Spiru Haret St., Bucharest 1, Romania
Activity field	Public Sector
Period	May 2009 – April 2010
Function	Student Expert Assessor of Higher Education Units
Activities and responsibilities	Preparation of assessment reports related to activity developed by the envisaged universities, in accordance with ARACIS methodology.
Education and training	
Period	2021 - 2022
Qualification	Program of psycho-pedagogical training, levels I and II
Training body	Department for the Preparation of Teaching Staff (DPPD) of the SNSPA, Faculty of Political Sciences, National School of Political and Administrative Studies (SNSPA), Bucharest, Romania
Period	2015 - 2021
Qualification	Ph.D. in communication with the thesis "Government Communication in Romania Through Social Networks: Provocations, Benefits, and Recommendations"
Training body	National University of Political Studies and Public Administration Bucharest, Doctoral School
Period	2008 – 2010
Qualification	Master Degree in Gender and Minorities Policies
Training body	National University of Political Studies and Public Administration Bucharest, Faculty of

	Political Sciences			
Period	2005 – 2018			
Qualification	Bachelor Degree in Political Sciences			
Training body	Alexandru Ioan Cuza University Iași, Faculty of Philosophy and Socio-Political Sciences			
Other qualifications or trainings	<ul style="list-style-type: none"> • Extensive research for “Schengen Examination. In the Search of European Public Sphere”, Alina Bârgăoanu, Comunicare.ro, Bucharest, 2011; • Internship, Equal Opportunities Commission within the Chamber of Deputies of the Romanian Parliament, Bucharest, Romania, 2010; • Team Work Training Course, organized by The National Agency for Supporting Youth Initiatives (ANSIT), Bucharest, Romania, 2007; • Summer school for the purpose of raising awareness, improving communication and relating to vulnerable groups, organized by The National Council for Combating Discrimination (CNCD), Bucharest, Romania, 2007; • Project Management Training Course, organized by The National Agency for Supporting Youth Initiatives (ANSIT), Bucharest, Romania, 2006; 			
Personal skills and competencies				
Mother tongue	Romanian			
Foreign Languages English	<table border="1"> <tr> <td>Reading Advanced</td> <td>Speaking Advanced</td> <td>Writing Advanced</td> </tr> </table>	Reading Advanced	Speaking Advanced	Writing Advanced
Reading Advanced	Speaking Advanced	Writing Advanced		
Social skills	Adaptability to different social, professional and cultural backgrounds; Excellent communication skills as well as the ability to empathize effectively and provide a positive feedback; Ability to work in teams;			
Organizational skills	Planning and implementation skills, both individually and in teams; Organization leadership skills; Teams and project management skills;			
Technical competencies	Research and study elaboration; Project evaluation and monitoring projects; Strategic analysis, strategy elaboration and action plan concept; Institutional building / strengthening; Expertise in social cohesion area of European Union; In-depth knowledge of EU work procedures; Project coordination and management;			
Computer skills	Proficient command of Social Media tools (e.g. Facebook, Twitter, LinkedIn, Flickr, Issue, Youtube, Tiktok); Good command of Microsoft Office™ tools (e.g. Microsoft Word, Microsoft PowerPoint, Microsoft Excel)**; Good command of data analysis software (e.g. NodeXL); ** <i>ECDL – Advanced Certificate</i>			
Driving license	B			

Scientific articles

Zeru, F. (2021). The Use of Social Networking Websites in Romanian Public Administration. *Journal of Media Research-Revista de Studii Media*, 14(40), 105-122.

Zeru, F. (2021). THE USE OF FACEBOOK IN ROMANIAN PUBLIC ADMINISTRATION, FACTORS THAT INFLUENCE ENGAGEMENT. *Romanian Review of Eurasian Studies/Revista Romana de Studii Eurasiatice*, 17.