

### COMMUNICATION PROFESSIONAL

PhD. Student in Communication Sciences

Associated professor at the Communications and Public Relations Faculty (FCRP, SNSPA)

Bucharest, Romania  
monica.cotei@comunicare.ro  
monica.elena.cotei@gmail.com

[www.linkedin.com/in/monica-elena-cotei-380312a2/](https://www.linkedin.com/in/monica-elena-cotei-380312a2/)

[www.facebook.com/monica.elena.cotei](https://www.facebook.com/monica.elena.cotei)

<https://www.instagram.com/monica.cotei/>



### Personal Statement

**My journey so far:** Licensee of the Letters Faculty, Bucharest State University, with a Master Degree in Social Media and Online Marketing at FCRP, the Public Relations and Communication Faculty in SNSPA, Bucharest, former English teacher, translator and interpreter, with a MarComm background since 2014 and 13 years insurance experience, I am a passionate communicator always looking for ways to put my entire expertise to its best use.

**Who I really am:** My passion is to help people communicate better in my fields of expertise - insurance and education. My personal mission in life is to actively contribute to Romanian youth's education. I am an analytical person, good strategist, organized, meticulous and careful when taking decisions. I love solid grounds behind every action, thorough research stages and perfect planning in alignment with the project requirements. My vocation is teaching people what I got to know best, while I keep on learning.

**How I see permanent learning:** I am currently finalizing my PhD Studies in Communication Sciences at SNSPA, Bucharest, with the research theme "The Relation between Excessive Use of Social Media and Academic Motivation for Romanian Youth" from both quantitative and qualitative perspectives. I have also been an Associated Lecturer at FCRP, the Faculty of Public Relations and Communication at SNSPA, Bucharest since 2017, teaching courses and seminars to master students on Online Public Relations, Brand Positioning Strategies and Techniques, Crisis Communication and Online Reputation Management.

**How I see work:** In all my jobs since my early career in the years 2000, I have always performed to the best of my abilities, worked to exceed the targets and aimed to constantly improve. Moreover, since I am a late bloomer in the MarComm field, I have been permanently learning new things, both at work and in an academic environment. Thus, in my jobs I have coordinated online Marketing campaigns, communication & social media projects and offered support in digitisation processes, keeping up with the current market trends through Digital Transformation trainings (by Masterplan) and strategic communication, marketing and branding masterclasses (by BrandEssence).

**How I see work environments:** I truly believe in fair and honest policies applied by both parties for the common real benefit. Work relations are just another mirror we walk around with, so we'd better look into it regularly and like what we see. Otherwise, a job is not worth our days.

## EDUCATION

Period	<b>2017 – present</b>
Title of qualification awarded	<b>PhD Studies in Communication Sciences, budget-paid entry</b> , based on an academic presentation of my research theme, „ <i>The Influence of Excessive Social Media Usage on Youth's Academic Motivation</i> ”
Principal subjects / Occupational skills covered	Academic Writing & Research Methods (courses attended) Teaching seminars and courses yearly – Online Public Relations, Branding Strategies and Techniques, Crisis Communication, Online Reputation Management Participating as a guests in other courses held at the Faculty for master students Attending national and international profile conferences Publishing specific academic articles
Name and type of organisation providing education and training	<b>National University of Political Studies and Public Administration (SNSPA), Bucharest PhD School</b>

Period	<b>2015 – 2017</b>
Title of qualification awarded	<b>Master's Degree - SOCIAL MEDIA AND MARKETING ONLINE Master Course, budget-paid entry</b> , based on an essay presentation with the theme <i>"Construction of organizational image and reputation online – case study: GARANTA ASIGURARI"</i> <b>Graduated as valedictorian, merit scholarship granted all semesters (first of the class)</b>
Principal subjects / Occupational skills covered	Mass-media and society, Market research methods, Organizational communication in the global environment, Innovation and knowledge management in organisations, Public relations in online environment, Digital communication strategies, Writing and editing in social media, Crisis communication in online environment, Online Marketing, Branding through social media, Corporate social responsibility, Online publications management, E-business and digital promotion, Simulation in social media. <i>Master's Dissertation Thesis on „BRADET” Crisis (Subject: Crisis Communication)</i>
Name and type of organisation providing education and training	<b>National University of Political Studies and Public Administration (SNSPA), Bucharest</b> <b>Communication and Public Relations and Communication Faculty (FCRP)</b>
Period	<b>1995 – 1999</b>
Title of qualification awarded	<b>Bachelor's Degree, Double Specialisation Romanian and English</b>
Principal subjects / Occupational skills covered	Study subjects of Romanian and English language and literature (Literature Theory, Romanian Contemporary Language, English Contemporary Language, Universal Literature, English Literature, Romanian Literature, Folklore, Lexicology, Dialects, etc.) <i>Bachelor's Thesis on „Hieroglyphic History” by Dimitrie Cantemir (Subject: Old Romanian Literature, coordinator Dumitru Mazilu)</i>
Name and type of organisation providing education and training	<b>Bucharest State University</b> <b>Faculty of Letters</b>

Other courses	Digital Transformation, Marketing Masterclass (Marketing, Branding, Communication), Customer Relation courses, Problems Solving course, Motor Claims Settling, Introduction to reinsurance, Introduction to insurance, a.o.
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## ACADEMIC PUBLICATIONS

Period	<b>October 2018</b>
APA Citation	Cismaru, D. M., & Cotei, M. E. (2018). A Romanian Radiography Of Millennials' Motivational Landscape To Enter And Graduate From College. Challenging the Status Quo in Management and Economics, <i>Strategica</i> , 810.
Link	<a href="https://www.researchgate.net/profile/Constantin_Bratianu/publication/328381941_2018_STRATEGICA_Proceedings/links/5bc985fb458515f7d9c96c1c/2018-STRATEGICA-Proceedings.pdf#page=810">https://www.researchgate.net/profile/Constantin_Bratianu/publication/328381941_2018_STRATEGICA_Proceedings/links/5bc985fb458515f7d9c96c1c/2018-STRATEGICA-Proceedings.pdf#page=810</a>
Period	<b>October 2019</b>
APA Citation	Cismaru, D. M., & Cotei, M. E. (2019). The Influence of Economic and Social Conditions on Millennials' Online Behavior in Romania. <i>Upscaling Digital Transformation in Business and Economy, Strategica</i> , 302.
Link	<a href="https://www.researchgate.net/profile/Alexandra_Zbucea/publication/339041758_Strategica_2019_Proceedings_Upscaling_Digital_Transformation_in_Business_and_Economy/links/5e3a4a98a6fdccd96587f439/Strategica-2019-Proceedings-Upscaling-Digital-Transformation-in-Business-and-Economy.pdf#page=303">https://www.researchgate.net/profile/Alexandra_Zbucea/publication/339041758_Strategica_2019_Proceedings_Upscaling_Digital_Transformation_in_Business_and_Economy/links/5e3a4a98a6fdccd96587f439/Strategica-2019-Proceedings-Upscaling-Digital-Transformation-in-Business-and-Economy.pdf#page=303</a>

## PROFESSIONAL EXPERIENCE

	<b>Period</b> July 2022 - present
<b>Occupation or position held</b>	<b>Communication Expert</b>
Main activities and responsibilities	<ul style="list-style-type: none"> <li>➤ Development and implementation of marketing and communication campaigns, as well as of CSR campaigns</li> <li>➤ Development and coordination of Social Media channels content, both in-house (LinkedIn and private Facebook Group) and agency based (Facebook and Instagram)</li> <li>➤ Follow-up on news, summarizing good &amp; bad press, administration of press communication as well as identifying communication opportunities with benefits for the brand</li> <li>➤ Elaboration and implementation of quarterly internal newsletters</li> </ul>
Name and address of employer	<b>ASIROM VIENNA INSURANCE GROUP, 31-33 Carol I Bld., Bucharest</b>
Type of business or sector	<b>Insurance</b>
	<b>Period</b> August 2021 – June 2022
<b>Occupation or position held</b>	<b>Counselor to Vice-President</b>
Main activities and responsibilities	<ul style="list-style-type: none"> <li>➤ Support in projects coordination mainly as regards digitalisation processes for the claims segment, from online notifications to online payment of the due compensations to the insured or damaged party.</li> <li>➤ Drafting various communication materials and presentations for Board Meetings, shareholders' due reporting, company events, internal projects or external collaborators.</li> </ul>
Name and address of employer	<b>ASIROM VIENNA INSURANCE GROUP, 31-33 Carol I Bld., Bucharest</b>
Type of business or sector	<b>Insurance</b>
	<b>Period</b> December 2020 – August 2021
<b>Occupation or position held</b>	<b>Social Media Manager</b>
Main activities and responsibilities	<ul style="list-style-type: none"> <li>➤ Handling various Social Media accounts for different customers in industries like: telecommunication (Vodafone), public services supplying (Apa Nova), natural products (Fares), dairy (Covalact), furniture (Rovere Mobili).</li> <li>➤ Community management</li> <li>➤ Crisis communication</li> <li>➤ Monthly social media editorial plans and reports</li> </ul>
Name and address of employer	<b>TRIBAL WORLDWIDE ROMANIA, THE GROUP</b>
Type of business or sector	<b>Advertising</b>
	<b>Period</b> September 2019 – November 2020
<b>Occupation or position held</b>	<b>Marketing Communications Manager</b>
Main activities and responsibilities	<ul style="list-style-type: none"> <li>➤ Working with executives to determine budgets, targets, channels, strategy</li> <li>➤ Manage profitability and results</li> <li>➤ Coordinating creation, media, print, PR agencies</li> <li>➤ Coordinate the brand presence at external events (real estate fairs, conferences)</li> </ul>

Name and address of employer	<b>METROPOLITAN RESIDENCE, Mihai Bravu, Bucharest</b>
Type of business or sector	<b>Real Estate</b>
Period	<b>March 2018 – September 2019</b>
Occupation or position held	<b>Brand Manager / Marketing Department</b>
Main activities and responsibilities	<ul style="list-style-type: none"> <li>➤ In charge with online marketing campaigns, coordinating advertising and media agencies, supervising all copywriting activities on online channels, managing social media channels &amp; community</li> <li>➤ Research, strategy and evaluation for all campaigns</li> </ul>
Name and address of employer	<b>DORALY MARKETPLACE, Afumați, Ilfov</b>
Type of business or sector	<b>E-commerce</b>
Period	<b>1<sup>st</sup> September 2014 – March 2018</b>
Occupation or position held	<b>Marketing Specialist (Coordinator) / Marketing Department</b> ( <i>one employee only</i> )
Main activities and responsibilities	<ul style="list-style-type: none"> <li>➤ Managing the relation with the service suppliers (printing shops, advertising &amp; media agencies, etc.) for offers, contracts, orders, subscriptions, printing models – folders, flyers, posters for promoting the company products, company cars logo stickers, etc. (offline activities);</li> <li>➤ Collaborating with an external advertising agency for the Communication Strategy of the company – to be implemented online&amp;offline (coordinating all afferent steps: brand audit, research, target, proposals, objectives, tactics, plan, implementation, evaluation)</li> <li>➤ Supervising all communication on the online channels of the company (website, Facebook and LinkedIn pages);</li> <li>➤ Managing the organization of internal and external events;</li> <li>➤ Seeking and proposing to the management the participation of the company in external events in which its name and products can be promoted: fairs, sports events, various sponsorships, etc.</li> </ul>
Name and address of employer	<b>GARANTA ASIGURARI SA, 19-21 Ion Mihalache Bld., sector 1, Bucharest</b>
Type of business or sector	<b>Insurance</b>
Period	<b>15<sup>th</sup> March 2016 – Present</b>
Occupation or position held	<b>Social Media Project Manager</b>
Main activities and responsibilities	<ul style="list-style-type: none"> <li>➤ Setting the audience and content objectives of the project;</li> <li>➤ Managing as administrator of the Facebook page created all posts, elaborating and keeping the order of the posts, the concept from the beginning (according to the objectives set) towards reaching the targets proposed;</li> <li>➤ Writing all texts published, creating the context for each of them to match the general objective and be as penetrating and authentic as possible;</li> <li>➤ Verifying the number of likes, reach, interaction, managing possible comments, exploring further other <i>organic</i> promoting possibilities within groups already created on the same or similar themes (sport, running, marathons, triathlons, etc.)</li> </ul>
Name and address of employer	<b>„Ieri fumator, maine alergator” Social Media Project</b> <b><a href="http://www.facebook.com/ierifumatormainealergator2016">www.facebook.com/ierifumatormainealergator2016</a></b> (self-created and administered, based on a real, family on-going story)
Type of business or sector	<b>Online Promotion</b> - promoting sport and health

Period	<b>April 2003 – 2015</b>
Occupation or position held	<b>English&lt;&gt;Romanian Translator &amp; Interpreter</b>
Main activities and responsibilities	<ul style="list-style-type: none"> <li>➤ Performing text translations from/into English into/from Romanian in domains like: <b>insurance, banking, branding, financial, legal, technical, literature, etc..</b></li> </ul>
Name and address of collaborator	<b>I TRANSLATIONS GRUP, SCHNELL TRAD, other freelancers</b>
Type of business or sector	<b>Translations</b>
Period	<b>22<sup>nd</sup> September 2003 – 31<sup>st</sup> August 2014</b> (including two maternity leaves)
Occupation or position held	<b>Insurance Inspector / Motor, Maritime and Personal Accidents Underwriting Division</b>
Main activities and responsibilities	<ul style="list-style-type: none"> <li>➤ Handling and settling Green Card, IVth Motor Directive, Recovery and Assistance claim files for external Insurers that GARANTA represents in Romania, either directly or through our main partners DEKRA and INTEREUROPE;</li> <li>➤ Permanently keeping proper correspondence with all insurers represented / their assigned correspondence centers, if the case, as regards the developments of the files (mainly in English and French, rarely in German);</li> <li>➤ Preparing periodical reports to DEKRA and to our National Bureau (BAAR) with the number of green card claim files handled each year, per countries.</li> </ul>
Name and address of employer	<b>GARANTA ASIGURARI SA, 19-21 Ion Mihalache Bld., sector 1, Bucharest</b>
Period	<b>19<sup>th</sup> June 2000 – 21<sup>st</sup> September 2003</b>
Occupation or position held	<b>General Manager Assistant</b>
Main activities and responsibilities	<ul style="list-style-type: none"> <li>➤ Providing translation and interpretation services, preparing internal documents, elaborating the daily agenda of the General Manager, etc.</li> </ul>
Name and address of employer	<b>GARANTA ASIGURARI SA, 19-21 Ion Mihalache Bld., sector 1, Bucharest</b>
Period	<b>20<sup>th</sup> April 2005 – 30<sup>th</sup> January 2013</b>
Occupation or position held	<b>Secretary of the Board of Administration</b>
Main activities and responsibilities	<ul style="list-style-type: none"> <li>➤ Elaborating the Resolutions and Minutes afferent to the meetings of the Board of Administration and General Shareholders Assemblies;</li> <li>➤ Interpreting in Romanian &lt;&gt; English during the meetings above mentioned, when needed.</li> </ul>
Name and address of employer	<b>GARANTA ASIGURARI SA, 19-21 Ion Mihalache Bld., sector 1, Bucharest</b>
Period	<b>2<sup>nd</sup> – 5<sup>th</sup> July 2003</b>
Occupation or position held	<b>Interpreter</b>
Main activities and responsibilities	Romanian<>English interpreter for a Sales Techniques and Tools Seminar, organised by the Greek company ELGEKA-FERFELIS Bucharest, Romania, seminar conducted by trainers within the company „Exceed Consult”, Greece.
Name and address of collaborator	<b>ELGEKA-FERFELIS</b>
Type of business or sector	<b>Interpretation / Translations</b>
Period	<b>3<sup>rd</sup> – 6<sup>th</sup> November 2000</b>
Occupation or position held	<b>Interpreter</b>

Main activities and responsibilities Romanian<>English interpreter for a course sustained by trainers from Great Britain for social workers in Romania and organised by FONPC (Federation of Non-Governmental Organisations for Child Protection Romania).

Name and address of collaborator **FONPC** (Federation of National Organizations for Child's Protection)

Type of business or sector **Interpretation / Translations**

## OTHER SKILLS AND COMPETENCIES

Mother tongue(s) **Romanian**

Other languages As a graduate and licensee of the Faculty of Letters, Romanian-English section, Bucharest State University, I have obtained the **Authorisation no. 5595 / 30.10.2007** from the Ministry of Justice to perform **translation and interpretation activities from and into English**, in any field, being thus a qualified and authorised translator and interpreter for these two languages.

Self assessment	Understanding		Speaking		Writing
	Listening	Reading	Conversation	Oral speech	
<b>English</b>	excellent	excellent	excellent	excellent	excellent
<b>French</b>	intermediate	intermediate	beginner+	beginner+	intermediate
<b>German</b>	beginner+	beginner+	beginner+	beginner+	beginner+

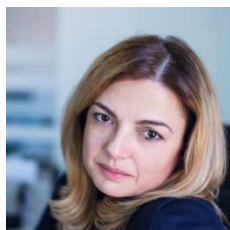
Computer skills and competencies Windows – Word, Excel, Access, PowerPoint, Internet, Social Media Canva Design Program, Windows Movie Maker, Mailchimp

Driving license Category B, clear, since 1997

## RECOMMENDATION

available from:

### Mrs. Ioana CORCODEL



Media Director at MEDIA INVESTMENT (THE GROUP)  
Former Marketing Lead at Telekom, A&D Pharma, Altex, Doraly Marketplace, Peugeot

[dragan\\_ioana@yahoo.com](mailto:dragan_ioana@yahoo.com)

<https://www.linkedin.com/in/ioanacorcode/>

### Mrs. Mihaela MUREȘAN



Founder of BRANDESSENCE – branding and marketing strategy company  
Former Marketing Director at IKEA Romania a.o.

[mihaela.muresan@brandessence.ro](mailto:mihaela.muresan@brandessence.ro)

<https://www.linkedin.com/in/mihaela-muresan-03803219/>

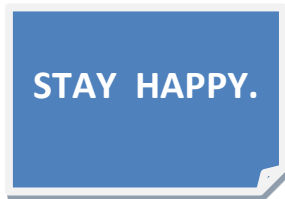
## Mr. Octavian BAZON








Consultant for Insurers on Claims and Underwriting  
Former Vice-President at ASIROM VIENNA INSURANCE GROUP  
Former Insurance and Claims Professional at Allianz-Țiriac Asigurări,  
Garanta Asigurări, Omniasig Vienna Insurance Group  
[octavian.bazon@gmail.com](mailto:octavian.bazon@gmail.com)  
<https://www.linkedin.com/in/octavian-bazon-4214b3103/>

## MY DREAMS

Personal targets in the future:



-  Get my Phd degree in communication by 45.
-  Work in MarComm, PR or Social Media - promotion of „good” businesses, communication, educational, environmental, social fields.
-  Write my first book before turning 50.
-  Promote Sports permanently and also become myself gradually a runner, biathlete and triathlete for sprint races before turning 50.
-  Actively contribute to children’s and youth’s education, on a regular basis, in formal and non-formal contexts.

*\*Any other required information or recommendation will be provided upon request.*