



Roberta Mihaela Răducu

Nationality: Romanian

● EDUCATION AND TRAINING

09/2018 – CURRENT – București, Romania

PH. D. STUDENTS: AUDIENCES AND GENERATIONS. EXPLORING ROMANIA'S MEDIA GENERATIONS IN THE NEW COMMUNICATION ERA – National University of Political Studies and Public Administration

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Address București, Romania | **Field of study** Social and behavioural sciences not further defined

28/02/2022 – 05/06/2022

LEVEL 2 POSTGRADUATE PSYCHO-PEDAGOGICAL TRAINING PROGRAM FOR THE CERTIFICATION OF COMPETENCE FOR THE TEACHING PROFESSION – National University of Political Studies and Public Administration

01/2021 – 07/2021 – București, Romania

LEVEL 1 POSTGRADUATE PSYCHO-PEDAGOGICAL TRAINING PROGRAM FOR THE CERTIFICATION OF COMPETENCE FOR THE TEACHING PROFESSION – National University of Political Studies and Public Administration, Faculty of Political Studies

Address Bulevardul Expoziție 30A, București, Romania | **Website** <http://www.politice.ro/> |

Field of study Education | **Final grade** 10

01/08/2022 – 05/08/2022

ONLINE QUALITATIVE DATA COLLECTION: METHODS, TECHNOLOGY AND ETHICS – ECPR Summer School

Website <https://ecpr.eu/Events/Event/PanelDetails/11948>

30/09/2019 – 29/09/2020

RESEARCHER-ENTREPRENEUR ON THE LABOR MARKET – Beneficiary: National University of Political Studies and Public Administration

Website <https://cert-antrep.ro/> | **Final grade** 98,33 puncte

29/06/2019 – 12/07/2019 – Seggau, Austria

SUMMER SCHOOL STUDENT – Graz University Summer School Seggau 14th edition 2019

◦ Morning lectures on Radical (Dis)engagement regarding the state, society, religion.

- Workshop on Academic writing - quick fix
- Workshop on Public speaking - quick fix
- 6th seminar on Ageing, Communication and Technology, under Kim Sawchuk and Murray Forman supervision

Address Seggau, Austria

09/2015 – 07/2017 – București, Romania

MA IN PROJECT MANAGEMENT – National University of Political Studies and Public Administration

Address București, Romania |

Thesis The Closing Phase in Project Management. The Case of the Sports & Leisure Projects

09/2012 – 07/2015 – București, Romania

BA IN COMMUNICATION AND PUBLIC RELATIONS – National University of Political Studies and Public Administration

Address București, Romania | **Thesis** Elemente ale culturii globale în filmele Disney

08/2008 – 06/2012 – București, Romania

STUDENT – "Gheorghe Lazăr" National College

Address București, Romania

● WORK EXPERIENCE

30/09/2018 – CURRENT – București, Romania

UNIVERSITY TEACHING ASSISTANT – SNSPA

Preparing and teaching seminars on PR measurement, Crisis communication and Image and identity studies.

Projects:

- Sept 2022 - **Enas& Nanas Joint Conference**
- Sept 2020 - **Graduate Conference in Communication. Interdisciplinary Approaches**
- Oct 2019 - **The 10th Romanian-American Workshop: Media and Technology Literacy**
- Sept 2019 - **Qualitative Research in Communication International Conference**
- July 2019 - **International Visual Methods in Communication Conference**

Address București, Romania

10/05/2022 – 12/2022 – Bucharest, Romania

LEVEL 1 RESEARCH ASSISTANT – NATIONAL UNIVERSITY OF POLITICAL STUDIES AND PUBLIC ADMINISTRATION

"Excellency in scientific research. Developing the interdisciplinary research infrastructure in SNSPA" - CNFIS-FDI-2022-0178

01/2021 – 10/2021 – București, Romania

TRAINING EXPERT, CODE 242319 – NATIONAL UNIVERSITY OF POLITICAL STUDIES AND PUBLIC ADMINISTRATION

Training expert at „New instruments for the Romania's national strategy regarding adults continuing education - Edu-C-Ad-cod 136584”

- Documenting and analyzing the most recent scientific contributions,
- Diagnosing the competences and cognitive key abilities of Romanian adults and their needs of continuing education,
- Analyzing with Atlas.ti. the data recorded from the round table discussions
- Analyzing with Atlas.ti. the data recorded from the 10 qualitative interviews
- Writing the report on the Romania's current situation regarding the adults continuing education and the examples of good practices that Romania should consider for the national strategy

31/08/2020 – 30/10/2020 – Barcelona, Spain

VISITING RESEARCHER – INTERNET INTERDISCIPLINARY INSTITUTE, CNSC, UOC

Erasmus+ practice scholarship

Weekly meetings with the attributed mentor
Documentation for the research paper
Participating in and holding a group workshop

Website <http://www.communicationchange.net/en/>

10/03/2019 – CURRENT

INSTRUCTOR DE PATINAJ ARTISTIC – SC ROBERTA ON ICE S.R.L.

Selecting and preparing children for Recreational competitions
Selecting and preparing children for competition categories as Hopes, Chicks, Cubs.
On ice and off ice practice

Address Bucharest, Romania

03/2011 – 01/2019

INSTRUCTOR – ACS EDUSPORT

First steps on the ice instructor for young children (groups or individual). Introducing parents and children to the rules of figure skating.

Organizing events for end-of-module-celebrations:

- Picking and preparing gifts
- Communication with parents about future course sign-ups
- Theme, costume, music picking
- Preparing and coaching choreography

Projects:

- 2017- 2020 - Edusport Trophy & Edusport Recreational
- 2018 - 2019 - EduSport Summer Camp & Academy of Champions Lipnitskaya - Ilinykh

Address Bucharest, Romania

31/12/2017 – 31/01/2018 – București, Romania

MANAGEMENT ASSISTANT – BOOKLET

Database creation
Working on a communication campaign
Uploading materials on the site
E-mail communication with stakeholders

07/2017 – 01/2018

LEADER DEPARTMENT MANAGER – DECATHLON

Leader Department Manager, in charge of:

- Recruiting:

- CV brushing,
- telephone and face to face interview,
- Contract negotiations and validation
- Work safety measures periodic training
- Shift organization
- one on one meeting with team members for evaluating work satisfaction
- Field activities:
- Coaching employees on work related technology use
- Picking, placing, wrapping, loading on trucks
- Materials distribution around the warehouse
- Loading and unloading trucks
- Stock and inventory check, solving picking errors
- Management activities:
- Developing warehouse working strategies
- Developing recruiting strategies
- Shift planning and synergies with other departments

Address Bucharest

09/2016 – 08/2017 – Bucharest

BOOK SELLER – CĂRTUREȘTI

- Welcoming and assisting customers to find their desired products
- Taking and delivering customers' orders
- Receiving and product placement
- Working with temporary deposits
- Daily book inventory
- Receiving participants to events
- Tidying up the bookstore

Address București, Romania

10/2015 – 02/2016

INTERN PR – PORTER NOVELLI

- Organizing and researching for journalists data-base
- Market analysis for clients
- Press release writing and editing
- Translating articles, post texts and press releases
- Press and social media monitoring
- Events hostess

Address București

02/2013 – 09/2015

WRITER – GEN90

Writing and editing opinion articles

Organizing the cultural conference "Generations and Conversations" for students interested in modern culture

Address Bucharest

03/2014 – 06/2014

INTERN ACCOUNT – PASTEL AGE

- Writing and sending events invitations via email or fax
- PowerPoint presentations for pitches
- Representing the "Sports for life" NGO at different events
- Data base making (events, journalists)

- Budgeting and proposals for pitches
- Follow-up on events participation
- Promotional materials making

Address București, Romania

05/2014 – 09/2014

MANAGEMENT ASSISTANT – RIBA EXPERT SRL

- Fileing
- Organizing legal documents
- Archiving over 10 years of files belonging to over 50 organizations
- Archiving and organizing employees files
- Primary accounting
- Warehouse files accounting

Address Giurgiu, 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 | B1 | B2 | A2 | A1 | A2 |

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

● DIGITAL SKILLS

My Digital Skills

Social media and communication

Facebook | Instagram | Twitter | Whatsapp | Facebook-Messenger | YouTube | LinkedIn

Online video-conferencing

Zoom | Cisco Webex | Discord | Skype | Google Meet

Activity organizing apps

Google Classroom | Microsoft Project | Google Calendar

Documents edit apps

Microsoft Power Point | Microsoft Word | Google Drive | Microsoft Excel | Utilizator activ pentru Canva | Google Jamboard | Zotero | Google Forms | Google Sheets | Atlas.ti Qualitative Data Analysis | SPSS

Media editing apps

Audacity sound editing | Windows movie maker

Internet banking

Raiffeisen | Revolut

● DRIVING LICENCE

Driving Licence: AM

Driving Licence: B1

Driving Licence: B

● CONFERENCES AND SEMINARS

Conferences

- **Semiosis in Communication. Differences and Similarities** (SNSPA, București, 14-16 Iulie 2018), "What sport clubs tell us about sport? Visual representation of sport on club's Facebook pages" Chiciudean I. & Raducu M.R.
- **GUSEGG2019 Poster Presentation** (University of Graz, Castelul Seggau, 11 Iulie 2019) "Elders using technology. A comparison between transnational and non-transnational subjects" Raducu M. R.
- **International Visual Methods in Communication 6th Edition** (SNSPA, București, 16-19 Iulie 2019) "Social criticism and visual rhetoric. Banksy - the voice of the poorest, collected by the richest" Farmazon D. & Raducu M. R.
- **Qualitative Research in Communication International Conference**, 4th Edition (SNSPA, București, 26-28 Septembrie 2019) "Older People Using Technology. A comparison of transnational and non-transnational subjects" Raducu M. R.
- **Graduate Conference in Communication. Interdisciplinary Approaches, 1st Edition** (SNSPA, București, 10-11 Septembrie 2020) „Technology use from a generational perspective Why is it important to understand generations” Raducu M. R - virtual conference
- **Academos Conference, 7th edition** (SNSPA, 7-9 Octombrie 2020) „Older adults and technology. Generations, Uses and gratifications and (auto-)Stereotypes” - Raducu M. R.
- **12th online workshop of the ACT Older Audiences Longitudinal Study** (October 14, 2020, online meeting)
- **Futures of Aging—Interdisciplinary Research online workshop** (June 9th, 2021, online meeting), Center for Interdisciplinary Research on Aging and Care, University of Graz.

- **5th International PhD Conference - Interdisciplinary Perspectives on Aging and Care** (June 10th, 2021, online meeting) Center for Interdisciplinary Research on Aging and Care, University of Graz.
- **WORKSHOP 3 - COVID CONUNDRUMS: RETHINKING RESEARCH METHODS IN A PANDEMIC** (Online meeting, June 30th, 2021), Ageing Otherwise is co-organized by the Ageing + Communication + Technologies (ACT) Lab and the engAGE Centre for Research on Ageing, Concordia University, Canada.
- **STRATEGICA INTERNATIONAL CONFERENCE 9th edition**, (21-22 October 2021, online)
"Measurement in the new PR era: Models, means, and practices. A comparative view from business and academia" Monica BIRA, Ligia STROE, Corina BUZOIANU, Roberta RADUCU
- **Crisis Communication and Conflict Resolution** (9th April, 2022, online), "Practices and means for social media listening in public relation 3.0", Daba-Buzoianu C., Bira M., Stroe L.-&Raducu RM.
- **International Graduate Conference on Communication** (9-10th June, 2022, Hybrid), "Phone usage habits among different Romanian media generations: a uses and gratifications perspective", Raducu RM, Stroe L.
- **ENAS&NANAS Joint Conference** (28th September, 2022, online) "Back in the days I used to" versus "today I'm"-narratives of technology use from Romanian older media generations, Raducu M. Roberta

Publications

- Răducu, R. (2020). Older Adults and Technology. Generations, Uses and Gratifications and (Auto-)Stereotypes. *Politics and Knowledge: New Trends in Social Research*, 374–382.
- Răducu, R. (2020). Book review of Demența digitală. Cum ne tulbură mintea noile tehnologii [Digitale Demenz. Wie wir uns und unsere Kinder um den Verstand bringen]. *Romanian Journal of Communication and Public Relations*, 22(3), 127–129. <https://doi.org/10.21018/rjcp.2020.3.312>
- BÎRĂ, M., STROE, L., BUZOIANU, C., & RĂDUCU, R. (2021) Hearing out Your Audiences: Models, Means, and Practices for Social Media Listening in PR. *STRATEGICA*, 328.
- Corina Buzoianu, Monica Bîră, Roberta Răducu, Ligia Stroe (2022) Branduri în conversații. Instrumente de monitorizare și analiză pentru relațiile publice online, Editura Comunicare.ro

07/2019 – 08/2019 – Universitatea Concordia - ACT Project

ACT Student bursaries

ACT students bursary is awarded to master and doctoral students to promote ACT studies in partner universities.

<https://actproject.ca/>