



# CURRICULUM VITAE

## PERSONAL INFORMATION

Full Name: **ENACHE ALEXANDRA**  
Mobile: +4 0741 - 310 - 993  
E-mail: alexandra.enache@rau.ro  
Living place: Bucharest, Romania  
Citizenship: Romanian  
Birth: 16-07-1988  
Sex: F

## PROFESSIONAL EXPERIENCE

**Period: 2013 – present**

**ROMANIAN-AMERICAN UNIVERSITY, Communication & PR Department**

**Job: Marketing Specialist**

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- Main activities:
- Organize internal events
  - Promoting RAU online (via social media) and offline (events, fairs, etc.)
  - Spread the news about RAU activities and projects both offline and online ([www.blog.rau.ro](http://www.blog.rau.ro), Facebook official pages and groups, Google +, YouTube, LinkedIn and Twitter)
  - Ensure the required quality level for all the specific activities of Performance – RAU Students Magazine
  - Develop RAU promotional messages and graphics, including RAU Freshman Guide
  - Develop and maintenance of the [www.multimedia.rau.ro](http://www.multimedia.rau.ro) and [www.performance.rau.ro](http://www.performance.rau.ro)
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- Main projects:
- PERFORMANCE – RAU Students Magazine (Editor-in-Chief and Graphic Designer)
  - RAU JOB FAIR (IT, tourism and finance fields)
  - PRACTICAL SCHOOL, Center for Human Rights and Migration
  - RAU offline promotion campaign – organizing presentation tours for the RAU campus
  - RAU online promotion campaign – spread the news about RAU activities and projects via the online available resources

**Period: 2012 – 2013**

**„NEW GENERATION SCHOOL” HIGH SCHOOL**

**Job: Web Designer & Graphic Designer**

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- Main activities:
- Develop the „New Generation School” logo
  - Develop and maintenance of the „First Romanian-Arabic Generation Association” and „New Generation School” websites , both in 3 languages (Romanian, English and Arabic)
  - Develop the „New Generation School” promotional graphics (posters, business cards, pupils’ cards, diplomas, newsletters, greetings, etc.)

**Job: Information Technology teacher**

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- Main activities:
- 12<sup>th</sup> grade Form Master
  - Writing the courses according to the curriculum and textbooks, as there where Arab pupils, beginners or intermediate level in Romanian
  - Specific activities - teaching, listening, held regular tests and semester exams, etc.
  - Support practical activities in the IT lab
  - Support the 12<sup>th</sup> grade students for their IT exam within the Bacalaureate
  - Practical computer classes within "Summer School 2012" (June-July 2012)

**Period: 2009 – 2013**  
**FREELANCER**

**Job: Web Designer & Graphic Designer**

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- Main activities:
- Develop more designs for the specific graphic material (website, posters, banners, newsletters, etc.) according to the client's needs
  - Websites: purchase the web domain and contracting hosting services, install the web platform and the necessary plugins, design the website template, create written and visual content, and website maintenance (if applicable)
  - Develop promotional graphics according to the client's needs and the printing requirements (posters, business cards, pupils' cards, diplomas, newsletters, greetings, etc.)
- Main projects:
- Develop [www.hoteldiesel.ro](http://www.hoteldiesel.ro) and [www.restaurant.hoteldiesel.ro](http://www.restaurant.hoteldiesel.ro) websites, both in 2 languages (Romanian and English)
  - Develop [www.befa.net](http://www.befa.net) in 2 languages (English and Russian)
  - Develop the Official Produces & Services Catalogue (126 pages in English) - BEFA Company, Austria, Wien
  - Other smaller graphic projects (posters, banners, business cards, brochures, bookmarks, flyers, stickers, diplomas, newsletters, greetings, etc.)

**Job: tutor**

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- Subjects taught:
- Romanian Language (primary and secondary school) – foreign and Romanian pupils
  - English Language (primary and secondary school) – foreign and Romanian pupils
  - Mathematics (primary and secondary school) –Romanian pupils
  - Economy (9<sup>th</sup> grade) – taught in English for Cambridge School students

**Period: 2009 – 2011**  
**NGO: CS-URA (volunteering)**

**Job: Editor-in-Chief and Graphic Designer – Performance Magazine**

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- Main activities:
- Organize the Editorial Board in order to ensure the required quality for all the specific activities
  - Establish the monthly subjects and final approval of the articles
  - Articles' proof
  - Establish the project's Developing Strategy
  - Marketing activities (community, website, Facebook, newsletters, etc.)
  - Develop the Performance logo, as well as the promotional graphics
  - Graphic design for all the Performance issues
  - Develop and maintenance of the website

**Job: CS-URA Media Manager**

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- Main activities:
- Organize the department's activities and team within its 3 fields – Performance Magazine, promotional graphics and website
  - Represent the department's members with the CS-URA Leading Board
  - Establish the department's Developing Strategy

**Period: June 2009 – October 2009 (ERASMUS placement program)**  
**COMPANY: TRAVELMED, Greece**

- Main activities:
- Online and offline communication with the local and international hotels
  - Local and international business contracts
  - Content creator within the external distribution (laterooms.com, webresint.com, etc.)
  - Content creator within the company's informational systems (iVECTOR, Synxis, etc.)

## FORMAL EDUCATION

- 2010 – 2012**      **ROMANIAN-AMERICAN UNIVERSITY**  
**“Enterprise Strategic Management” Master Program**  
Diploma: Master  
Thesis subject and coordinator: “THE ROMANIAN LEADERSHIP CHALLENGES”  
Prof.univ.dr. Doinița Ciocîrlan  
Skills acquired: Management (in the field of customer relations, international business, logistics and distribution, business risks, corporate strategy, etc.), negotiation, entrepreneurship, promotion, development and innovation, leadership and organizational culture, etc.
- 2007 – 2010**      **ROMANIAN-AMERICAN UNIVERSITY**  
**“Management” Bachelor Program**  
Diploma: Bachelor  
Thesis subject and coordinator: “THE WORLD’S MAIN ECONOMIES EVOLUTION IN THE GLOBALIZATION CONTEXT”  
Conf.univ.dr. Alexandru Ionescu  
Skills acquired: Management (in the field of trade and finance, international business, manufacturing, human resources, services, quality, etc.), economics, civil and commercial law, accounting, marketing, public and private finance, corporate strategy, economic and financial analysis, etc.
- 2003 – 2007**      **GHEORGHE ȘINCAI HIGH SCHOOL**  
**Major: Humanities, Field of study: Philology**  
Diploma: Baccalaureate

## NON-FORMAL EDUCATION

- 2009 – present:** More than 100 articles and interviews published in Performance Magazine  
**2010 – 2012:** Class Representative (master)  
**2009 – 2011:**  
– Editor-in-Chief and Graphic Designer – Performance Magazine (volunteering)  
– CS-URA Media Manager (volunteering)  
**2009:**  
– **Training „Leadership”** (organized by CS-URA)  
– **Training „Project Management”** (organized by CS-URA)  
– **Training „Time Management”** (organized by CS-URA)  
– **Training „Team-Work”** (organized by CS-URA)  
– **Training „Communication”** (organized by CS-URA)  
**2008 – 2010:**  
– **Procter&Gamble Campus Ambassador** (within the Romanian-American University)  
– Class Representative (bachelor)  
**2007 – 2008:**  
– **„Microeconomics Course” (taught in English)** – based on the partnership between the Romanian-American University and DeSales University (USA, Pennsylvania)  
– **„Psychology of Human Intimacy Course” (taught in English)** – based on the partnership between the Romanian-American University and James Medison University (USA, Virginia)  
**2005:**  
– **„Special Award”** at the „Mihai Eminescu” National Competition, „English Translation” section  
– **„Best Documentation Award”** at the „Gheorghe Șincai” High School Students Projects Competition, „Lived history – well-founded literature” section  
– **„2<sup>nd</sup> Prize”** at the „Gheorghe Șincai” High School Students Projects Competition, “History” section  
**2003 – 2007:**  
– **Editor of the „Hronica” Newspaper** („Gheorghe Șincai” High School)  
– Member of the **„Lumen” Latin Language and Culture Club** („Gheorghe Șincai” High School)

**2003:**

- „**Certificate of Honor**” at the National Art Competition „ Fly ... From Icarus to Leonardo da Vinci”
- „**Diploma**” at the “International Non-violence Day” competition, „Cartoon” section

**2001:**

- „**School’s Painter Award**” at the Art Competition organized by KHEOPS PROJECT
- „**1st Prize**” for Fashion Design offered by „Paul Iorgovici” Library (Reșita, Romania) with the occasion of the France National Day

## LANGUAGES

Mother tongue: ROMANIAN

Foreign languages:

	Understanding		Speaking		Writing
	Listening	Reading	Conversation	Speech	
ENGLISH	C2-Proficiency	C2-Proficiency	C2-Proficiency	C2-Proficiency	C2-Proficiency
SPANISH	C1-Advanced	B1-Intermediate	C1-Advanced	C1-Advanced	B1-Intermediate
FRENCH	B1-Intermediate	B1-Intermediate	B1-Intermediate	B1-Intermediate	B1-Intermediate
FARSI	A1-Beginner	A1-Beginner	A1-Beginner	A1-Beginner	A1-Beginner

## PERSONAL SKILLS AND INTERESTS

**Social Skills:**

Sociable, communicative, outgoing, concerned of others’ interests, respectful, methodic, self-control

**Management Skills:**

Methodic, focus on details, deadline-oriented, ambitious, leadership skills, self-control, teamwork and overview skills, focused on obtaining new skills and knowledge, ability to manage tense and conflict situations

**IT and technical Skills:**

- **Computer use:** Operating Systems (Windows XP/7/8), Microsoft Office Pack 2003/2007/2010/2013 (Word, Excel, Power Point, Access, Publisher), Internet (Mozilla, Chrome, Opera, etc.), e-mail (Yahoo, Gmail, Outlook, Microsoft Live Mail, etc.)
- **Web design:** Wordpress, PrestaShop, CSS, PHP, FTP
- **Graphic Design and photo processing:** Photoshop (CS 2/5/6), Illustrator (CS 2/5/6), Picasa, Movie Maker
- **Layout:** Google Sketch Up
- **Other software:** iVECTOR, Synxis (tourism)

**Art Skills:** Drawing, painting, photography

**Personal Interests:**

- **Graphics:** web design, design graphic, home design
- **Art:** literature, painting, sculpture, photography, music, theater, movies
- **Other Interests:** communication, leadership, project management, economy, law, human rights, history, ecology

## NOTES

**Driving License:** no

At request, copies of the Master Diploma, Bachelor Diploma, and Bacalaureate Diploma can be provided.