



Ioan Cristian Ungureanu

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WORK EXPERIENCE

1 JUN 2024 – CURRENT Bucharest, Romania

CO-HOST & CONTENT STRATEGIST EFECTIV PODCAST EFECTIV PODCAST

Efectiv Podcast is dedicated to observing, exploring, debating, and documenting the methods and mechanisms of impactful communication. Whether it's commercial, artistic, or social communication, we understand that words hold tremendous power. Our mission is to combine our expertise, creativity, and passion to discover how this power can transform our world into the place we aspire to live in.

Skills

Podcast management and production · Project Management · Content Strategy · Strategic Communications · Leadership

1 FEB 2024 – CURRENT Bucharest, Romania

COMMUNICATION PRODUCT DEVELOPER PASTEL

Breathing life into fresh communication ideas and then working together with great people to turn them into products. Grateful for being part of a heart-shaped team.

Skills

Communication · Creativity and Innovation · Teamwork · Project Management · Brainstorm Facilitation · New Idea Implementation · New Business · Leadership

1 JAN 2017 – 1 MAR 2024 Bucharest, Romania

COPYWRITER PASTEL

In this multifaceted role, I've gained valuable experience across various aspects of advertising and content creation.

My key responsibilities include:

****Integrated Advertising Campaigns**:** Involved in concept brainstorming, communication strategy, and execution across digital and traditional media channels, including radio and TV. ****Content Strategy**:** Developed and executed strategies that increased brand engagement by 30%.

****Storytelling**:** Crafted compelling narratives for diverse campaigns.

****Audience Analysis**:** Conducted research to tailor content to specific audience needs.

****SEO and Analytics**:** Utilized SEO techniques and analytics tools to drive traffic and measure campaign effectiveness.

****Team Collaboration**:** Collaborated with designers, marketers, and other stakeholders in interdisciplinary teams.

****Community Engagement**:** Managed social media accounts and engaged with online communities.

Skills

· Copywriting · Cognitive Science · Writing · Communication · Content strategy · Social Media · New Media

1 SEP 2023 – CURRENT Bucharest, Romania

FOUNDER DADSAROUND

I have been creating content since the summer of 2023 for dadsaround.com, a hub for dads that I believe is useful. All my work merges science-backed tools with the power of a strong community meant to help fathers navigate the challenges of fatherhood.

I am sharing with anyone interested relevant content regarding the father's role in parenting, managing stress and emotional well-being, child development and support, financial planning, time management and work-life balance, and more.

My vision for DadsAround is a two-dimensional project.

#1 online - as a source of valuable content that both informs and ponders the best tools for dads to create, sustain, and support healthy and strong relationships with their children.

Online, you can:

--> Support my work by subscribing to the Substack newsletter at <https://dadsaround.substack.com/>

--> Follow me on Instagram at https://www.instagram.com/dadsaround_stories/ or on TikTok at <https://www.tiktok.com/@dadsaround>

--> Navigate along this journey right here, on LinkedIn.

--> Listen to the DadsAround Podcast on Spotify, Apple Podcasts, Substack and on YouTube.

#2 offline - as a ground for actual, face-to-face debate.

DadsAround Sessions is a monthly workshop I am running along with Matei Stănculescu, therapist, coach, and co-founder of Eka - The Wellbeing Center. A 3-hour conversation where we discuss, debate, and work on all the challenges of fathers willing to join us. Here we examine all the different perspectives, as well as the personal solutions that each of the attendees has found to work.

Offline you can:

--> Join the debate by signing up for the next 100% cost-free event here: <https://centruleka.com/dadsaround-sessions/>

1 MAR 2016 – 1 OCT 2016 Bucharest, Romania

COPYWRITER PEOPLE&PEOPLE

At this political marketing start-up, I gained unique experience in crafting targeted social media campaigns, primarily on Facebook.

My role involved:

****Political Marketing****: Worked on high-stakes campaigns for one of Romania's major political parties during the 2016 administrative elections.

****Social Media Strategy****: Developed and executed social media campaigns that reached a wide audience and generated significant engagement.

****Content Creation****: Crafted persuasive and impactful messages tailored to specific voter demographics.

****Data Analysis****: Utilized analytics tools to measure campaign performance and make data-driven decisions.

****Teamwork****: Collaborated closely with a multidisciplinary team of strategists, designers, and analysts. -

****Client Relations****: Managed client expectations and provided regular updates on campaign performance.

Skills: Copywriting · Writing · Communication · Social Media Strategy

1 APR 2014 – 1 DEC 2015 Bucharest, Romania

CONTENT WRITER SOFTNEWS NET SRL

At this online automotive magazine, I honed my skills in fast-paced content creation and editorial responsibilities.

My role involved:

****Specialized Content****: Wrote articles covering a range of topics including green technology, lifestyle, and gadgets in the automotive sector.

****High-Volume Writing****: Produced an average of 8 to 10 news articles per day, each ranging from 300 to 400 words.

****Editorial Duties****: Engaged in proofreading, editing, and writing weekly editorials and cover stories.

****Competitive Environment****: Worked in a digital-only media outlet that competed with traditional automotive news giants like Car Throttle, Autoblog, Jalopnik, Motor Trend, and Car and Driver.

****Quality Assurance****: Ensured the accuracy and reliability of content while adhering to tight deadlines.

Skills: Copywriting · Writing · Communication

1 FEB 2013 – 1 MAR 2014 Bucharest, Romania

JURNALIST ADEVĂRUL HOLDING

In this role at Romania's largest national newspaper, I gained a comprehensive skill set in journalism, from news writing to investigative reporting.

My responsibilities included:

****Versatile Reporting****: Covered a wide range of topics, from social and local events to in-depth investigations and documentaries.

****Content Creation****: Produced an average of five short news articles daily for the online platform and longer stories every two or three days for the print edition.

****Editorial Skills****: Involved in the entire editorial process, including information gathering, story formulation, and basic photo/video editing.

****Analytical Reporting****: Conducted extensive journalistic analysis and produced short video documentaries.

****Public Relations****: Interacted with various public figures, including the mayor of Bucharest and the Secretary of the Ministry of Culture, gaining valuable insights into administration, politics, and healthcare.

Skills: · Writing · Communication

1 OCT 2012 – 1 FEB 2013 Bucharest, Romania

JURNALIST CANSAN

At Romania's most-visited online tabloid at the time, I gained experience in fast-paced, high-urgency journalism.

My role involved:

****Social News Coverage****: Focused on social news, steering clear of show business, and adapted my writing to fit the tabloid style—short, emotive, and visually rich content.

****Multimedia Reporting****: Regularly took photographs and filmed short videos while on the field to complement my articles.

****Exclusive Reporting****: Worked under the constant pressure of finding fresh, exclusive stories, honing my skills in quick information gathering and story development.

****Content Adaptation****: Mastered the art of tailoring content to suit the tabloid's unique audience and format.

****Sense of Urgency****: Developed a keen sense of urgency, a skill that's invaluable in any fast-paced work environment.

Skills: Writing · Communication

1 NOV 2011 – 1 OCT 2012 Bucharest, Romania

JURNALIST ADEVĂRUL HOLDING

In my first full-time role at Romania's largest national newspaper, I laid the foundation for my journalism career.

My responsibilities included:

****Foundational Experience****: This role marked my first full-time interaction with journalism in its traditional, printed form, providing me with a strong foundation in the field.

****Diverse Reporting****: Covered a wide array of topics, from social and local events to investigative pieces, adapting to the editorial needs of the day.

****Content Creation****: Engaged in daily story research, writing, and information gathering to produce various forms of journalistic content.

****Editorial Skills****: Participated in the entire editorial process, including basic photo and video editing.

****Adaptability****: Demonstrated flexibility in covering different types of stories based on the newspaper's editorial requirements.

Skills: Writing · Communication

1 JUN 2009 – 1 SEP 2011 Bucharest, Romania

TOUR GUIDE BUNGEE INTERNATIONAL

In this entrepreneurial venture, I transitioned from a receptionist role to co-running guided walking tours in central Bucharest.

My experience included:

****Business Development****: Quickly evolved from a receptionist to a key player in a small, three-person business, focusing on guided walking tours.

****Customer Engagement****: Conducted 3 to 4-hour tours with an average of 5 participants, offering an immersive experience of Bucharest.

****Marketing Efforts****: Took grassroots marketing initiatives like printing 4,000 flyers and distributing them across hostels and hotels in Bucharest. Also maintained an online booking website.

****Operational Efficiency****: Managed to balance this part-time venture with full-time commitments, averaging two reserved tours per day.

****Business Acumen****: Gained invaluable insights into running a small, profitable business, despite having to terminate the venture due to other commitments.

Skills: Communication, Entrepreneurship

1 NOV 2007 – 1 JUN 2008 Bucharest, Romania

CUSTOMER SERVICE REPRESENTATIVE EUROTEAM REAL ESTATE MANAGEMENT

As a full-time receptionist at one of Bucharest's most frequented hostels, I wore multiple hats to ensure smooth operations and an excellent guest experience.

My responsibilities included:

****Front Desk Operations****: Managed check-ins, check-outs, and invoicing, often during night shifts across two central locations.

****Tourist Guidance****: Acted as an informal guide, providing guests with information on Bucharest's main attractions.

****Online Management****: Handled online bookings and customer support while maintaining up-to-date accounts on platforms like Hostelworld and Hostelbookers.

****Vendor Relations****: Maintained healthy relationships with business partners, ensuring a seamless supply chain.

****Facility Maintenance****: Took on administrative duties, from minor repairs to network maintenance in communal areas.

****Customer Experience****: Focused on creating a welcoming atmosphere, often leading to lasting friendships with guests.

Skills: Communication

1 JUN 2008 – 1 SEP 2011 Bucharest, Romania

CUSTOMER SERVICE REPRESENTATIVE THE MIDLAND YOUTH HOSTEL

In this role, I served as the front-line contact in a luxury villa catering to business travelers.

My multifaceted responsibilities included:

****Reception Duties****: Managed the front desk, overseeing check-ins, check-outs, and invoicing for guests.

Online Operations: Handled online bookings and customer inquiries, while keeping accounts updated on platforms like Bookings.com and Ratestogo.com.

Business Relations: Maintained strong relationships with business partners to ensure seamless operations.

Facility Oversight: Conducted regular checks and minor repairs to ensure the villa's amenities were in optimal condition.

Skills: Communication

EDUCATION AND TRAINING

1 SEP 2024 – CURRENT București, Romania

MASTER'S DEGREE IN EDUCATIONAL PSYCHOLOGY AND PSYCHOLOGICAL COUNSELING Facultatea de Psihologie și Științele Educației, University of Bucharest

Website <https://fpse.unibuc.ro/> | Level in EQF EQF level 7

1 OCT 2022 – CURRENT București, Romania

BACHELOR'S DEGREE IN PSYCHOLOGY - COGNITIVE SCIENCES Facultatea de Psihologie și Științele Educației, University of Bucharest

Website <https://fpse.unibuc.ro/psihologie-si-stiinte-cognitive/> | Level in EQF EQF level 6

1 OCT 2011 – 1 JUL 2013 București, Romania

MASTER'S DEGREE IN JOURNALISM (WITHOUT MASTER'S THESIS) Facultatea de Jurnalism și Științele Comunicării, University of Bucharest

Website <https://fjsc.unibuc.ro/> | Level in EQF EQF level 7

1 OCT 2006 – 1 JUL 2009 București, Romania

BACHELOR'S DEGREE IN JOURNALISM Hyperion University

Website <https://www.hyperion.ro/> | Level in EQF EQF level 6

LANGUAGE SKILLS

Mother tongue(s): **ROMANIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C2	C2	C2
GERMAN	A1	A1	A1	A1	A1
FRENCH	A1	A1	A1	A1	A1

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

DIGITAL SKILLS

Inteligență artificială | Artificial Intelligence Fundamentals

DRIVING LICENCE

Driving Licence: B