



Ana-Maria Ruiu

Senior Public Relations Specialist &
PhD Student in Communication Sciences

CONTACT

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☎ 0766010728

📍 Bucharest

📅 18 October 1998

EXPERTISE

- Social Media
- Content Writing
- Influencer Marketing
- Media Relations
- Digital Strategy
- Consumer Activations
- Consumer Brand Loyalty
- UCG

WORK EXPERIENCE

Senior PR Specialist

Chapter4 Romania (part of Chapter4 Austria)

November 2022-Present

- Managing PR campaigns for the agency portfolio, including Social Media Strategies, Press Releases, Media Relations, Influencer Marketing, Events Planning and monthly campaign reports

Associate Teacher

National School of Political and Administrative Studies- NUPSPA

October 2022-Present

Influencer Marketing Manager

BUZZStore- First Influencer Marketing Agency in Romania

Oct 2020-Nov 2022

- Coordinating the Influencer Marketing & Social Media Department
- Creating Influencer Marketing Campaigns from A to Z for brands from various industries: FMGC, Pharma, Beauty
- Developing Social Media Strategies for brands & Agency Own Media

Junior Marketing Specialist

KiloStop Nutrition Clinic

April 2019 - August 2020

- Managing company's Social Media Platforms: Facebook, Instagram, Youtube
- E-mail Marketing for the brand database with over 40K subscribers
- Writing SEO friendly Blog Articles

Social Media Intern

Re7 Consulting Advertising Agency

June 2018 - August 2018

- Writing Social Media Posts
- Creating Social Media Visuals
- Doing Monthly Social Media Reports

EDUCATION

PhD in Communication Sciences

October 2022-Present

National School of Political and Administrative Studies- NUPSPA

Phd Thesis: Mass Self-Communication. Mechanisms and main factors in creating a digital alter-ego of users

MA Degree-Social Media & Online Marketing

October 2020-June 2022

National School of Political and Administrative Studies- NUPSPA

MA Thesis: Storytelling in Advertising. Case study: Analysis of award-winning campaigns at Cannes Advertising Festival in 2021

MA Degree: Advertising

October 2020-June 2022

National School of Political and Administrative Studies- NUPSPA

MA Thesis: The effects of using the discovery box concept on consumers. Case study: BUZZBox-the first discovery box service in Romania

BA Degree: Communication & PR

October 2017 - June 2020

National School of Political and Administrative Studies- NUPSPA

BA Thesis: Benefits and risks associated with digital media in users' daily lives. Case Study: Instagram and the Social Comparison Phenomenon