

PERSONAL INFORMATION



Adina Ramona Palea

 Timisoara, Romania

Sex F | Date of birth | Nationality Romanian

WORK EXPERIENCE

February 2022 - Present

Associate Professor

Politehnica University Timisoara

- Teaching Public Relations Management, Introduction to Public Relations, Internal Communication
- Member of the Faculty Council (2016-present)
- Member of the Department Council (2016-present)
- Member of the Board of the Communication and public relations specialization (2013-present)

September 2022 - Present

Responsible for coordinating the UPT Alumni activity

- Creation of a UPT Alumni identity (website, badge, community registration cards, etc.)
- Initiation of events dedicated to members of the UPT Alumni community
- Creation of an active database of university graduates

June 2013 - December 2020

Director of the Communication and Image Department

Politehnica University Timisoara

- Rebranding UPT (2013-2015), ensuring a coherent visual identity of the university,
- strategic communication with interested audiences, enhancing internal communication,
- designing and coordinating the main UPT events,
- writing press releases, supervising informative materials issued on behalf of the university,
- management of social media accounts,
- DCI management.

October 2007 – January 2015

Lecturer

Politehnica University Timisoara

- Teaching Communication, Public Relations Management, Corporate Communication, Event Management

May 2014

Associate Professor – Dozentin

Karlsruhe University of Applied Sciences

- Teaching “Communication skills for future professionals” - course offered by Studium Generale

February 2014

Erasmus Teaching Staff

Karlsruhe University of Applied Sciences

- Teaching mobility

September 2005 – May 2006

Nursery Teacher

Children’s Castle Club, Timisoara

- Teaching English and German

August 2004 – October 2005

Financial Consultant

AIG Life, Timisoara

- Identifying potential clients and presenting the company's offer at a pre-arranged meeting

EDUCATION AND TRAINING

- September 2009 – September 2013 **PhD**
Doctoral School of Political and Communication Sciences, “Babes-Bolyai” University, Cluj-Napoca, Romania
▪ Title of thesis: The Professional Identity of Public Relations Specialists in Romania
- October 2007 – July 2009 **Master of Arts**
Master in “Mass-media and Public Relations. Writing Techniques”, West University of Timisoara,
▪ Conflict Management, Publicity, Political Campaigns
- October 2003 – July 2007 **Bachelor of Arts**
Department of Communication and Foreign Languages, Politehnica University Timisoara
- 3-4 July 2023 **Storytelling workshop**
Cristian Lupşa, founding editor DoR; part of Campus Creativ project
- 15-20 January 2023 **Erasmus Training Mobility**
Vicerectorate for research and cooperation of the Karlsruhe University of Applied Sciences, Germany
- 2022 - 2023 **DigiCoach Training**
Parte din proiectul MUST (Multimedia Competencies for University Staff to Empower University - Community Collaborations)
- 11-12 October 2021 **Participare Brand Strategy Masterclass**
Şcoala Pentru Oameni Responsabili
- 4 – 8 June 2018 **Entrepreneurship competences diploma**
The Association for the Promotion of Women, Romania
- 14 – 15 November 2013 **Certificate of participation**
West University of Timisoara and The Judicial County Council
▪ “From management culture to cultural management” international workshop
- November – December 2013 **Graduation Certificate**
“Spiru Haret” University, Commercial Academy of Satu Mare, TUV Austria -Romania
▪ “Training and awareness program for quality assurance in Distance Education”
- March – April 2013 **Erasmus Training Certificate**
Career Centre of the Karlsruhe University of Applied Sciences
▪ learning about career guidance, how to familiarize students with the facilities offered by the university, organizing learning trips and other student oriented events, manage the flow of relevant information towards the students
- June – September 2011 **Erasmus Mobility Certificate**
Sent by “Babes-Bolyai” University at the Department of Communication, University of Vienna
▪ conducting research for my PhD thesis
- 21 – 24 October 2010 **Certificate of participation**

Jean Monnet Centre of Excellence in European Studies, "Alexandru Ioan Cuza" University of Iasi, Romania

- International course "The European Union – an active player in a globalised world"

May 2009 –
September 2009

Tourism Manager Diploma

SC Businesslike SRL, Timisoara

- Coordination of the hotel activity, management of personnel problems, preparation and presentation of tourist packages

24-26 September

▪ **Certificate of participation**

- EUPRERA (European Public Relations Education and Research Association) annual congress

August 2005 –
September 2005

DAAD Certificate of participation

Bremen University of Applied Sciences

- International course "Germany in an expanding European Union"

PERSONAL SKILLS

Mother tongue(s) Romanian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
German	C1	C1	C1	C1	C1
Spanish	B1	B1	B1	B1	A2

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user
[Common European Framework of Reference for Languages](#)

Communication skills Good communicator, empathic, jovial, assertive
Information/dissemination expert in POSDRU, FDI or SEE projects

Organisational / managerial skills Team spirit, organizational and leadership skills, vision, determination, adaptability, courage.

Digital skills

- Microsoft Office
- Joomla
- Meta for business

Driving licence B category

ADDITIONAL INFORMATION

Publications More than 20 scientific articles indexed by Science Direct, CEEOL, EBSCO – Communication and mass media complete, Index Copernicus, Google Scholar, MLA, ULRICH'S, Scipio and WorldCat, ISI Web of Knowledge, 2 books.

Memberships Member of ECREA (European Communication Research and Education Association), GWPR (Global Women in Public Relations) and ARRP (Romanian Public Relations Association) professional organizations.

Awards and distinctions

„Excellence in culture” award, for the promotion of cultural events within UPT and the community (December 2023)

Professor „Ioan de Sabata” Award (December 2022)

Professor e-Tare Award (May 2021)

Part of an important national campaign „Oameni privind înainte”, that recognizes communication specialists, which have a positive impact on their communities (May 2021)

1st prize at PR Award Gala for Communication in the public domain Category. The prize was won together with the team of the Communication and Image Department (November 2021)

Diploma of excellence awarded by the rector of Politehnica University Timisoara for the activity carried out as director of the Communication and Image Department (January 2021)

PhD with Summa cum Laude academic distinction (September 2013).