

I am an Associate Professor at the Faculty of Journalism and Communication Sciences, University of Bucharest. I am a certified trainer in reputation management, public speaking and public communication for the commercial and political clients of **Red Carpet Production**. I have initiated, managed and presented the 'Serile FJSC' public debate series for the past 10 years.

I have a PhD in Sociology from the University of Bucharest for which I have conducted a research on the social history of the Sociological School of Bucharest. I collaborated with the anthropologist Professor Zoltán Rostás while performing grassroots investigations through oral history interviews applied to social categories such as small activists of the Communist Party, or the black marketers (*bișnițari*), a category that managed to thrive before 1989 through small illegal businesses.

During the electoral campaigns, I work with candidates for building their electoral profile and for political branding. I conduct studies regarding the political market and social history.

I teach courses of **New media and Political Communication, Political Marketing, and Political Advertising**. In 2004 I won a scholarship in Political Campaigns, Internet and Democracy offered by Universiteit van Amsterdam and Universiteit van Maastricht, sponsored by MATRA – Social Transition Programme Central and Eastern Europe supported by the Ministry of Foreign Affairs, Government of the Netherland. I worked at Felix Meritis Buildings in Amsterdam with **Phil Noble, Joe Trippi & Jacques Monasch**.

During the 2008 general elections I handled the campaigns of National Liberal Party's candidates, and during 2009 presidential elections I helped Remus Cernea, the candidate of the Green Party, to gain awareness in politics. In 2012 I worked as a political consultant for the clients of Premier Strategist Company. In 2014 I offered my expertise in political marketing and online reputation management to the European Greens candidates who ran in the EU parliamentary elections.

I launched the volume of oral history interviews *Activiștii mărunți (Istorie de viață)*, [Petty Communists activists. Life-stories] at Curtea Veche Publishing House with Zoltan Rostas in 2007. In 2012 I launched the volume *Capcanele politice ale sociologiei interbelice – Școala gustiană între carlism și legionarism*, [The political traps of interwar sociology. Gusti's School between Monarchy and Legionary Movement]. In 2013 Curtea Veche published *Bișnițari, descurcăreți, supraviețuitori*, [The black marketers, the ones who managed, and the survivors], another project with Zoltan Rostas. In 2014 the volume *Comunicarea 2.0. New media, participare și populism*, [Web 2.0 Communication. New media, participation and populism] was launched at Adenium Publishing House.

I worked in mass-media for more than 12 years, of which 10 spent in radio. I collaborated with: Realitatea TV, MediaPro, National FM – Centrul National Media, Societatea Română de Radio.

From October 2010 until March 2013 I was a post-doctoral researcher in new media and communication sciences. I conducted part of my research in Italy, when I lived in Rome in 2012. I studied at **LUISS "Guido Carli" University** with **Michelle Sorice, Leonardo Morlino** and

Sergio Fabbrini. During 2010-2013 I had a postdoctoral research scholarship, studying the relationship between neo-populism and new media. I published several scientific articles for international peer-reviewed journals regarding the way Romanian populists used social media to win general and presidential elections after 1990.

From July 2013 until August 2013 I lived in Ohio, USA. I won a scholarship at **Ohio University, E.W. Scripps of Communication**. The program was called **Summer United States Institute (SUSI) Scholarship on Journalism and Media**. The Summer Institute was funded by a grant from the Study of the U.S. Branch in the Bureau of Educational and Cultural Affairs at the United States Department of State. I taught several courses of political advertising, participative journalism and new media. I did my research under the coordination of my teachers **Yusuf Kalyango, Mary Rogus, Hans Meyer, Bill Reader and Robert Stewart**.

I travelled on both coasts of USA for cultural exchange and **internships** at **Google in San Francisco, CNN and World of Coca Cola in Atlanta, Voice of America, National Public Radio (NPR), National Geographic in Washington**, TV and radio stations in Cleveland and in Columbus, Ohio.