

PERSONAL
INFORMATION

CONSTANTIN MIHAELA CATALINA

📍 Str. Cristea Mateescu, Nr. 2, Bl. 35, Ap. 28, Sector 2, Bucuresti, Romania
☎ 0722.78.68.02.

✉ catalinatoader2003@yahoo.com

Sex Female | Date of birth 04/03/1979 | Nationality Romanian

LinkedIn: www.linkedin.com/in/constantin-catalina-87a59744

JOB APPLIED FOR
POSITION

WORK EXPERIENCE

February 2015 – present

Administrator / General Manager / Trainer

SC EDUFOR SRL; www.edu-for.eu; <http://edu-for.eu/moodle>**Main activities and responsibilities:**

- Attract and negotiate with new clients for development of e-learning platforms and e-content
- Writing and implementation of European Projects in ERASMUS+ program (gaining financing for a new project in 2017 <Modern mountain guide occupation and training for enhancing competitiveness of European mountain tourism and increase workforce mobility of the sector; acronym MONT GUIDE+ > under Strategic Partnership VET – Key Action 2)
- National and international collaborations
- Developing and implementing the marketing strategy
- Creating and updating the e-learning platform of the company: <http://edu-for.eu/moodle>
- Achieving training supply
- Developing online courses using Articulate Storyline, Moodle resources and activities and audio-video tools
- Enrolling trainees
- Trainer on Moodle platform for communication course
- Create and administrate content and design of company web-site; www.edu-for.eu
- SEO optimization for company web-site and e-mailing campaigns (using MailChimp)
- Developing social media campaigns on Facebook, LinkeIn, Youtube
- PR campaigns (as writing articles in specialized press; B2B meetings)

Training sector

January 2016 – February
2016

Marketing manager

SC PROD INOX CONSTRUCT SRL – <https://www.balustrade-bucuresti.ro>

Main activities and responsibilities:

- Developing and implementing the marketing strategy
- Create and administrate content and design of company web-site
- SEO optimization for company web-site and e-mailing campaigns (using MailChimp)
- Developing social media campaigns on Facebook, LinkeIn, Youtube
- PR campaigns (as writing articles in specialized press; B2B meetings)

Constructions sector

December 2013
December 2015

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Maternity leave

JANUARY 2003 –
MARCH 2015

– **Administrator**

SC INL INOVAREA LEMNULUI; www.inl.com.ro

Main activities and responsibilities:

- General management of the company
- Write and win the European Lifelong Learning (Leonardo da Vinci) Project: Sustainable Development Project - European Vocational Training for Potential Producers of Ecological Furniture Components or managers. Future life-style. SD-ECOFURNITURE
- **Project Coordinator** of the mentioned project with number LLP-LDV-TOI-09-RO-011; Acronym: [SD-ECOFURNITURE](#) :
 - Project management (activities, deliverables, budget, team, quality, risks)
 - Training needs analyze and curriculum design
 - Developing content for management and marketing training courses (general green marketing, green external communication, eco-product and eco-price for furniture products, green internal communication, sustainable development project management; sustainable human resources)
 - Introduction to the Code of Occupations in Romania of new profession "Sustainable Development Manager for furniture or components", COR code 325728 and developing occupational standard
 - Authorizing the obtained training courses on National Authority for Qualifications
 - Plan and organize the learning process, intermediate testing and final examination for trainees
 - Trainer for communication course
 - Analyze training session and feedback's and propose measures of improvements
 - Dissemination of project results at professional conferences, trade shows, magazines, portals, web-sites, networking; design the dissemination flyers and leaflets
 - Organize meetings in partnership in Romania
 - Organize international final conference of the project at the fair ROMENVIROTEC 2012
 - Realizing technical project activity reports
 - Financial achievements of the project activity reports and budgeting

Training sector

March 2009 - December
2013

Commercial director / Marketing manager

SC INSTITUTUL NATIONAL AL LEMNULUI SA; www.inl.ro

Main activities and responsibilities:

- Develop policy product, price, communication and distribution for products and services of institute and implementation of measures to achieve them
- Participation in the drafting of "National Export Strategy" for furniture industry - 2009;
- SEO site optimization and improving the content of National Institute of Wood web-site; development of online marketing campaigns
- Realizing marketing studies for external parties
- **Project Manager** for Romanian team in the project [European Training Online Wood Construction Managers](#) implemented in the framework of Leonardo da Vinci-Life Long Learning program
- Developer [of e-learning materials](#) for the above mentioned project (on Moodle and Dokeos LMS); issues: general marketing for wood construction; marketing environment for wood construction; techniques and tactics of negotiations; setting price for wood construction; consumer behaviour and consumer satisfaction; wood construction contracting and sub-contracting
- Dissemination of project results at professional conferences, trade shows, magazines, portals, web-site networking
- Organizer of the partnership meeting in Romania for the above mentioned project

Furniture and wood sector

January 2005 - March
2009

Economist in commerce and marketing

SC INSTITUTUL NATIONAL AL LEMNULUI SA; www.inl.ro

Main activities and responsibilities:

- Participation in the drafting of "National Export Strategy" for furniture industry - 2005;
- Participation in the achievement of medium-term strategy in the wood industry
- Develop research and marketing studies for different stakeholders
- Participation in 2 European **training** projects into Life Long Learning - Leonardo da Vinci program: [European Wood Construction Certification Managers](#) (Acronym: WOOD EMC2) and [InnovaWood-EDU](#) through caring training needs analyze and curriculum design, development content for management and marketing courses, ensuring technical, administrative and financing aspects of the projects; tracking progress and performance
- Romanian's meetings organization
- Drafting numerous articles considering economical and training issues for wood industry in Romania and abroad
- Annual organization and representing on BIFE TIMB Fair;
- Develop new contacts and collaborations in research programmes (internal and international)
- Organization of specialized seminars
- Organization of the International Conference "75 years of INL" together with working team
- Drafting and submission of bids
- Creating and updating the database of customers and suppliers
- Collaboration with suppliers
- Collaboration with advertising agencies for drawing graphics of INL
- Competition analysis
- SWOT analyzes of INL
- Conducting studies on customer satisfaction
- Proposing measures relating to policies, price, communication and distribution

Furniture and wood sector

January 2004 - January
2005

Economist in commerce and marketing

SC NEOTUR SRL

Main activities and responsibilities:

- Identifying customers and suppliers and maintain relationships with them
- Realize requests and offers concerning travelling issues
- Human resources activities
- Maintaining relationships with the bank
- Computer operation

Travel sector

EDUCATION TRAINING

AND

October 2015

E-learning developer (ANC authorized diploma)

EQF 6

SC E-LEARNING AND SOFTWARE

Skills acquired:

- Implementing domain-specific quality product standards
- Integrating ICT in education and training
- E-learning needs analysis
- Implementing policies for e-learning
- Program management education/training through e-learning at an organizational level
- Developing contents and material support for education - training systems through e-learning (Learning LMS- management system) - Moodle
- Program evaluation education / training through e-learning

October 2012 – April 2013	Manager in tourism activity (ANC authorized diploma) CEDES CERCETARE-DEZVOLTARE Skills acquired: <ul style="list-style-type: none">• Solving complex problems• Interactive communication• Communication in foreign language• Continuous development of own potential• Team activity• Use the information technology• Planning unit activities• Management processes for continuous quality improvement in unit• Ensure the safety and health at work and environmental protection• Management unit operational and functional departments• Coordination of human resources management• Creating and implementing marketing programs• Coordinate the activities carried out by suppliers and partners• Wealth management and financial resources• Adapting to market needs by promoting innovation and change in unit• Ensure organizational system functional unit• Develop strategies development unit	EQF 6
October 2011	Trainer (ANC authorized certificate) ASOCIATIA INAPOI LA MUNCA (CENTRU DE EVALUARE SI CERTIFICARE) TARGOVISTE (ROMANIA) Skills acquired: <ul style="list-style-type: none">• Preparing training• Making training activity• Evaluation of participants in training• Applying special training methods and techniques	EQF 6
October 2010 – October 2011 (100 hours)	Writing and implementing projects financed by the European Social Found – ESF NATIONAL TRADE UNION BLOC (BLOCUL NATIONAL SINDICAL - BNS) Progress achieved in the project: “access to structural funds for social partners“ ID 31337	EQF 6

October 2003 – March 2005 **Marketing and business communication – Master degree** **EQF 7**
 ACADEMIA DE STUDII ECONOMICE - Bucuresti
Skills acquired:

- Marketing - Management
- Marketing research and modeling
- Economic value
- Sociology and psychology of communication
- Marketing communication
- Communication techniques in marketing
- Consumer behavior
- Internet Marketing
- English language

October 1998 – September 2002 **Economist with marketing and management specialization – Bachelor degree** **EQF 6**
 UNIVERSITATEA ROMANO-AMERICANA - Bucuresti
Skills acquired:
 (Not detailed information mentioned on diploma)

- Management skills
- Marketing skills

PERSONAL SKILLS

Mother tongue(s) Romanian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C2	C2	C2
French	A2	B1	A2	A2	B1
Italian	A2	A2	A1	A1	A2
Spanish	A1	A1	A1	A1	A1

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

Good communication skills oral and written gained through my experience as project manager, team manager, trainer , by meeting clients, working with teams, negotiating, designing content of web-sites and emailing campaigns

Organisational managerial skills

/ LEADERSHIP – responsible on different size teams along the carrier
 PROJECT MANAGEMENT – experience by carrying out coordination activities of different projects into Life Long Learning - Leonardo da Vinci framework
 ORGANIZATIONAL SKILLS - acquired through project management and organizing fairs, seminars and conferences
 TIME MANAGEMENT SKILLS – obtained through working into projects and with deadlines
 QUALITY MANAGEMENT SKILLS - applying different quality measures for tracking performance of projects
 RISK MANAGEMENT – obtaining by identifying risks of projects and propose measures to avoid it

Job-related skills

▪ Skills concerning understanding and applying sustainable development principles - acquired through participation into SD-ECOFURNITURE project (as coordinator of the project)

Digital competence

SELF-ASSESSMENT

Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Proficient user	Proficient user	Proficient user

General digital competences

Levels: Basic user - Independent user - Proficient user

[Digital competences - Self-assessment grid](#)

Specific digital competencies:

- Windows - advanced
- Office: Word, Excel, Power-point, Front-page, Outlook - advanced
- Internet navigator – advanced
- Google tools: Google Analytcs, Google Adwords, Google Forms, Google Trends, Googe Drive, Google Maps, Google Earth and so on
- Youtube, Facebook, LinkedIn, Google+ – advanced (including adds)
- Adobe Photoshop - advanced
- Macromedia Dreamweaver – advanced
- Articulate Storyline – advanced
- FTP - advanced
- HTML – advanced
- CSS – Advanced
- Wordpress (Content Management System) - advanced
- Mailchimp (E-mail Management System) - advanced
- Moodle (Learning Management System) – advanced
- Dokeos (Learning Management System) – medium
- Camtasia – advanced
- Audacity advanced

Other skills

- Ability to learn quickly and continuous by self-learning and training
- Creativity (proven by web-site designing and marketing printings, training design, articles published into specialized press)
- Initiative and innovative person
- Analytical, problem solving and decisional skills
- Ability to work with multi-task projects
- Personal skills: photography, painting, writing poesy and prose, sport