



Ghenița-Iuliana Barbu G.

Nationality: Romanian

WORK EXPERIENCE

ADJUNCT LECTURER – TRANSILVANIA UNIVERSITY OF BRAȘOV – 01/10/2025 – 31/07/2026 – BRAȘOV, ROMANIA

- Collaborating with course coordinators and department members to organize and deliver teaching activities;
- Conducting teaching activities, including seminars;
- Preparing teaching materials and resources required for student learning activities;
- Assessing students' performance and learning outcomes through tests, projects, assignments, and other evaluation methods.

SECONDARY SCHOOL TEACHER – "MIRCEA CRISTEA" TECHNICAL COLLEGE – 01/09/2017 – Current – BRAȘOV, ROMANIA

Teacher

ENTREPRENEUR – 30/11/2014 – Current – SÂNPETRU, ROMANIA

Owner & Managing Director

SECONDARY SCHOOL TEACHER – „PETRU RAREȘ” THEORETICAL HIGH SCHOOL – 01/09/2010 – 31/08/2016 – FELDIOARA, ROMANIA

Teacher
Form tutor

SECONDARY SCHOOL TEACHER – "ASTRA" TECHNICAL COLLEGE – 01/09/2004 – 31/08/2010 – BRAȘOV, ROMANIA

Teacher
Form tutor
Coordinator, Extracurricular Activities Committee
Coordinator, IMPACT Volunteer Club – New Horizons Foundation

LITERATURE TEACHER AT SECONDARY SCHOOL – PRIMARY AND LOWER SECONDARY SCHOOL (GRADES 1-8) – 01/09/2003 – 31/08/2006 – TELIU, ROMANIA

LITERATURE TEACHER AT SECONDARY SCHOOL – PRIMARY AND LOWER SECONDARY SCHOOL (GRADES 1-8) – 01/09/2002 – 31/07/2003 – BUDILA, ROMANIA

Profesor
Diriginte
Coordonator Comisie activități extracurriculare

● EDUCATION AND TRAINING

01/10/2024 – CURRENT București

PHD CANDIDATE University of Bucharest

- Qualitative Research Methods in Communication Sciences;
- Creative Industries;
- Ethics and Academic Integrity;
- Paradigms and Quantitative Research Methods in Communication Sciences;
- Fundamental Theories in Media Studies;
- Online Social Network Analysis.

Level in EQF EQF level 8

01/10/2021 – 30/07/2024 Brașov, Romania

BACHELOR'S DEGREE IN DIGITAL MEDIA Transilvania University of Brașov, Faculty of Sociology and Communication

Main subjects:

- Fundamentals of Communication
- Communication in Digital Media
- Marketing
- Professional Ethics and Deontology
- Introduction to Advertising
- Academic Writing
- Visual Culture

Skills acquired:

- Developing communication projects using digital media
- Using specialized terminology in the field of communication and digital media
- Using field-specific information and communication technologies
- Managing communication through digital technologies and platforms

Level in EQF EQF level 6

01/08/2010 Lisabona, Portugal

TRAINEE Long Life Learning Program COMENIUS

Participant in the Comenius Training Programme "Grand Tour en Lisbonne" – Practical Course

Skills acquired:

- Communication in a foreign language
- Summarizing and synthesizing information in a foreign language
- Interpersonal communication in a multicultural environment
- Information dissemination
- Orientation and navigation skills

30/11/2006 Bruxelles, Belgium

TRAINEE Long Life Learning Program Leonardo da Vinci

Trainee – Lifelong Learning Programme, Leonardo da Vinci – Practical Training

Skills acquired:

- Communication in a foreign language
- Summarizing and synthesizing information in a foreign language
- Interpersonal communication in a multicultural environment
- Information dissemination
- Orientation and navigation skills

01/10/2006 – 31/07/2008 București, Romania

MASTER'S DEGREE IN MANAGERIAL COMMUNICATION AND HUMAN RESOURCES National University of Political Studies and Public Administration

Main subjects:

- Strategic Human Resources Management
- Organizational Culture and Behavior
- Personnel Management

Skills acquired:

- Creativity
- Analytical, synthesis, and interpretative skills
- Development of creative and proactive thinking, both individually and within a team

Level in EQF EQF level 7

01/10/1998 – 31/07/2002 Brașov, Romania

GRADUATE Department of Teacher Training, Transilvania University of Brașov

01/10/1998 – 31/07/2002 Brașov, Romania

BACHELOR'S DEGREE IN PHILOLOGY – ROMANIAN LANGUAGE AND LITERATURE AND FRENCH LANGUAGE AND LITERATURE Transilvania University of Brașov, Faculty of Sciences

Level in EQF EQF level 6

15/09/1992 – 15/06/1996 Ploiești, Romania

HIGH SCHOOL DIPLOMA Industrial High School No. 1 – Foreign Languages and Tourism

Level in EQF EQF level 4

● **CERTIFICATIONS**

“Tiberiu Brediceanu” School of Arts and Crafts, 15/06/2015

Photographer

S.C. INFO EDUCAȚIA S.R.L., 09/01/2009

Public Procurement Specialist

Mode of learning: Presential

S.C. INFO EDUCAȚIA S.R.L., 08/01/2009

Trainer

Mode of learning: Presential

● **CONFERENCES AND SEMINARS**

29/05/2026 – 29/05/2026 Brașov

INTHRACE Final Conference Current Challenges in Safeguarding and Promoting Intangible Cultural Heritage

Ștefan, G. I. (2026, May 29). *Personal branding strategies for Horezu potters in the digital environment* [Poster presentation]. INTHRACE Final Conference Current Challenges in Safeguarding and Promoting Intangible Cultural Heritage, Brașov.

29/05/2025 – 30/05/2025 Iași

International Graduate Conference in Communication

Dinu, M., Picioiu, V. A., Popescu-Guinea, G. M., & Ștefan, G. I. (2025, May 29–30). *Diffusion of innovation – A case study: The 2024 presidential election* [Conference presentation]. International Graduate Conference in Communication, Iași.

25/11/2024 – 26/11/2024 Braşov

ACUM 2024 International Colloquium of Social Sciences and Communication

Ştefan, G. I. (2024, November 25–26). *Gender and fairytale in advertising* [Conference presentation]. Digital Space – Shaped by People and Contents section, ACUM 2024 International Colloquium of Social Sciences and Communication, Braşov.

SOCIAL AND POLITICAL ACTIVITIES

15/09/2008 – 15/06/2010 Braşov

IMPACT Volunteer Club Coordinator

The club was dedicated to student-led volunteering and community engagement activities. IMPACT Club, New Horizons Foundation.

COMMUNICATION AND INTERPERSONAL SKILLS

Communication and Interpersonal Skills

- Excellent written and verbal communication skills, developed through extensive teaching and research experience;
- Ability to present and explain complex information in a clear, structured manner, tailored to the audience's level of knowledge and understanding;
- Strong teamwork and collaboration skills, with experience working effectively with pupils, university students, and academic staff;
- Strong active listening skills, with the ability to provide constructive feedback and effectively manage interpersonal interactions;
- Adaptability and effective communication across diverse professional and academic environments.

ORGANIZATIONAL SKILLS

Organizational Skills

- Strong planning and organizational skills in managing teaching activities;
- Effective time management and task prioritization skills, with a proven ability to meet deadlines;
- Experience in organizing and coordinating departmental activities;
- Ability to work independently as well as collaboratively within multidisciplinary teams.

LANGUAGE SKILLS

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
FRENCH	C1	C2	B2	B2	C2
ENGLISH	B2	B2	B2	B2	B2

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

DIGITAL SKILLS

Digital Skills

- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook);
- Google Workspace (Docs, Sheets, Slides, Drive, Forms);
- Online teaching and learning platforms (Google Classroom, Microsoft Teams, Moodle);
- Video conferencing and online collaboration tools (Microsoft Teams, Zoom, Google Meet);

- Creation and management of digital teaching materials and presentations;
- Online research and academic information retrieval;
- Data organization, processing, and analysis using spreadsheets;
- Digital document management and file sharing;
- Use of online assessment and survey tools;
- Image editing and digital content creation;
- Effective use of AI-based tools for teaching, research, and content development;
- Confident use of digital communication and collaboration tools.

● **DRIVING LICENCE**

Driving Licence: B

● **HOBBIES AND INTERESTS**

Reading

Personal development

Photography

Participation in scientific and cultural activities

Travel

Outdoor activities
