



## Miruna Crăiuț

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### ● ABOUT ME

I am a PhD researcher with an interdisciplinary interest in culture, communication, and the ways in which digital media shape the relationship between cultural organizations, communities, and their audiences. Alongside my academic work, I collaborate professionally in the areas of promotion, social media communication, content development, and audience engagement.

### ● WORK EXPERIENCE

**ASSOCIATE LECTURER – TRANSILVANIA UNIVERSITY** – 2026 – Current – BRASOV, ROMANIA

**FREELANCE SOCIAL MEDIA SPECIALIST** – 24/09/2024 – Current

- Visual Design
- Social Media Strategy & Management
- Brand Development
- Marketing Strategy
- Social Media Ads

**COMMUNICATION RESPONSIBLE – URBANIADA.RO** – 01/04/2022 – 01/09/2023

- event planning, strategy and public relation activities

**DATA ENTRY AND PROCESSING OPERATOR – AFI SOLUTIONS** – 01/04/2024 – 09/2024 – ROMANIA

**SOCIAL MEDIA INTERN – REIMAGINE EDUCATION** – 31/01/2021 – 01/06/2021 – CLUJ-NAPOCA, ROMANIA

- Developed engaging and relevant content for social media pages and groups.
- Managed and coordinated social media content for the NGO's flagship event, ensuring effective communication and audience engagement.

**FUNDRAISING INTERN – KINITRO** – 25/07/2021 – 25/09/2021 – ATHENS, GREECE

**RESEARCH VOLUNTEER – CORE- COMMUNICATION AND SOCIAL INNOVATION RESEARCH CENTER** – 30/09/2020 – 01/07/2021 – CLUJ-NAPOCA

- Contributed to the development of a research barometer by collecting and synthesizing relevant academic articles to formulate research questions.
- Assisted in drafting research papers based on literature reviews and preliminary findings.
- Participated in a focus group exploring youth interests and preferences to inform data collection and analysis strategies.

**MEDIA INTERN – MODULARITY** – 17/10/2018 – 17/02/2019 – CLUJ-NAPOCA, ROMANIA

Science Summit organization.

writing the brand manual, press releases, presentations

## EDUCATION AND TRAINING

30/09/2020 – 01/07/2022 Cluj-Napoca, Romania

**PUBLIC RELATIONS AND ADVERTISING - MASTER** Faculty of Political, Administrative and Communication Sciences

**Address** 71 Traian Moşoiu Street, RO-400132, Cluj-Napoca, Cluj-Napoca, Romania | **Website** <https://fspac.ubbcluj.ro/ro>

30/09/2017 – 30/06/2020 Romania

**BACHELOR'S DEGREE IN COMMUNICATION STUDIES** Faculty of Political, Administrative and Communication Sciences

**Address** 71 Traian Moşoiu Street, RO-400132, Cluj-Napoca, Romania | **Website** <https://fspac.ubbcluj.ro/ro>

30/09/2017 – 30/06/2020 Cluj-Napoca, Romania

**PSYCHO-PEDAGOGICAL MODULE - LEVEL I** Babes-Bolyai University

**Address** Strada Mihail Kogălniceanu 1, 400000, Cluj-Napoca, Romania | **Website** <https://www.ubbcluj.ro/en/>

30/09/2020 – CURRENT Cluj-Napoca, Romania

**PSYCHO-PEDAGOGICAL MODULE - LEVEL II** Babes-Bolyai University

**Address** Strada Mihail Kogălniceanu 1, 400000, Cluj-Napoca, Romania | **Website** <https://www.ubbcluj.ro/en/>

15/08/2020 – 01/10/2020

**COMMUNICATION IN VIRTUAL AGES - COURSERA COURSE** University of Toronto

**Website** <https://www.coursera.org/>

31/01/2021 – 01/07/2021 Cluj-Napoca, Romania

**TRAINING** Relmagine Education

**Website** <https://en.madalinahodorog.ro/>

15/05/2018 – 22/05/2018

**LEARNING MOBILITY- DIFFERENT BUT EQUAL** Erasmus+

Social inclusion of people with disabilities

21/08/2023 – 25/08/2023 Netherlands

**COURSE - RESEARCH DESIGN FOR EXPERIMENTAL LINGUISTS** Utrecht University

**Website** <https://www.uu.nl/en>

## LANGUAGE SKILLS

Mother tongue(s): **ROMANIAN**

Other language(s):

|                | UNDERSTANDING |         | SPEAKING          |                    | WRITING |
|----------------|---------------|---------|-------------------|--------------------|---------|
|                | Listening     | Reading | Spoken production | Spoken interaction |         |
| <b>ENGLISH</b> | C2            | C2      | C2                | C2                 | C2      |
| <b>FRENCH</b>  | B1            | B1      | A2                | A2                 | A2      |

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

## SKILLS

Adobe Photoshop | Adobe Lightroom | SPSS Statistical Tool | Canva | Microsoft Office: Word, Excel, Access, Power Point, Outlook. | Google: (Google Business, Google ADS & Google Analytics) | Facebook for Business (Facebook

ads) | Social Media/Social Network | Work management tools (Trello, Slack) | Gmail, Google Google Drive, Google Docs, Google Calendar, Google Drawings | OpenShot Video | Photography

### Personal skills

open-minded and communicative | Planning and Organizing | Accountable | research and analytics skills | Writing skills | Teaching /Mentoring | Communication skills with teaching activities | Time Management | Team Management Team Work | Creativity (problem-solving) | Flexible in work patterns and methods. | Adaptative | Leadership and management skills

## ● HONOURS AND AWARDS

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11/2020

**Locul III - CompetitIAA – International Advertising Association - Young Professionals**

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2020

**Rocket Race – Rocket Space**

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## ● PUBLICATIONS

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2022

[Is technology gender neutral? A systematic literature review on gender stereotypes attached to artificial intelligence](#)

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2023

[Craiut, M., & Iancu, I.R. \(2023\). The Impact of Gender Stereotypes on Technology Perception. An Experimental Approach on Virtual Assistants. Journal of Media Research.](#)

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## ● CONFERENCES AND SEMINARS

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24/09/2024 – 27/09/2024 Ljubljana, Slovenia

**ECREA 2024 - Communication & social (dis)order 10th European Communication Conference**

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Oral presentation: Gender stereotypes assigned to artificial intelligence. An experts' comparative perspective on virtual assistants

12/05/2025 – 13/05/2025 Cluj-Napoca

**International Students' Conference on Communication (ISCC)**

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Oral Presentation: Perceived Gender Stereotypes in Virtual Assistants. A Comparative Study of Emerging Communication and Computer Science Specialists