

Anna Bucs

Associate Teaching Staff – Transilvania University of Braşov

ABOUT ME

Associate teaching staff member and PhD candidate in social sciences, with more than 3 years of experience in social media management and online marketing. My research focuses on digital communication, the role of social media platforms and sustainability, with articles published in international journals (Frontiers in Artificial Intelligence, PLOS ONE, Sustainability, Frontiers in Education, Journalism and Media). I combine hands-on industry experience with academic research to bring current examples and applied skills into teaching.

WORK EXPERIENCE

Current | Braşov, Romania

Associate Teaching Staff

Transilvania University of Braşov – Faculty of Sociology and Communication

- Teaching activity, including in the Digital Media study programme (taught in English).

10/2024 – Current | Târgu Secuiesc, Romania

Co-founder and Online Marketing Specialist (freelance)

ILAD CONSULTING SRL

- Co-founder of a small, family-run marketing agency.
- Responsible for online marketing and content creation, focusing on digital promotion and social media campaign management.
- Tailored digital marketing and content creation services for clients.

07/2024 – Current | Florida, USA

Online Marketing Specialist

Digital Performance Agency USA

- Developing and implementing online marketing strategies to increase brand visibility.
- Analysing campaign performance indicators to optimise return on investment (ROI).
- Working with cross-functional teams to align marketing initiatives.
- Conducting market research to identify consumer trends and preferences.
- Managing social media accounts to drive engagement and audience growth.

11/2023 – 06/2024 | Braşov, Romania

Procurement Specialist

VEO Worldwide Services

- Managed procurement processes and optimised sourcing strategies.
- Worked with cross-functional teams to strengthen supplier relationships.
- Conducted market research and data analysis to support cost-reduction initiatives.
- Developed training materials for onboarding new procurement team members.

02/2022 – 10/2023 | Braşov, Romania

Social Media Manager

Leistung Fitness

- Developed and implemented social media strategies to increase brand visibility.
- Analysed engagement metrics to optimise content and expand audience reach.
- Managed the online community and customer feedback.
- Monitored industry trends to identify content opportunities.

EDUCATION AND TRAINING

10/2024 – Current | Craiova, Romania

Doctoral studies (PhD candidate)

University of Craiova – Faculty of Social Sciences

06/2025 – 07/2025

Social Media Course

TLS Media

10/2021 – 06/2023 | Braşov, Romania

Master's degree

Transilvania University of Braşov – Faculty of Sociology and Communication

10/2019 – 06/2021 | Braşov, Romania

Bachelor's degree – Human Resources

Transilvania University of Braşov – Faculty of Sociology and Communication

LANGUAGE SKILLS

Hungarian, Romanian, English, German

DIGITAL SKILLS

Microsoft Office | SPSS | OpenAI (ChatGPT) | Canva | CapCut

COMMUNICATION AND ORGANISATIONAL SKILLS

Communication | Conflict management | Organisation

PUBLICATIONS

1. Coman, C., Gherheş, V., Bucs, A., Coman, E., Cioca, V.-R., Bódi, D.-C., & Şerbănescu, R.-M. (2026). Navigating Opportunities and Challenges of Generative AI in Higher Education: Towards Responsible, Equitable, and Human-Centered Integration. *Frontiers in Artificial Intelligence*, 9, 1750978.
2. Coman, C., Bucs, A., Banca, A., Iordache, M., & Motoi, G. (2026). Toward a Safer School Environment: A Mixed-Methods Analysis of Bullying and Its Impact on Romanian Middle School Students. *PLOS ONE*, 21(1), e0340086.
3. Bucs, L., Bucs, A., Ştefan-Duicu, V. M., & Nicolau, C. (2026). Does AI Reconfigure Production Management? Insights from a Bibliometric Analysis. *Systems*, 14(8), 885.
4. Coman, C., Bucs, A., Gherheş, V., Rad, D., & Alexandrescu, M. B. (2025). The Influence of Social Media Platforms on Promoting Sustainable Consumption in the Food Industry: A Bibliometric Review. *Sustainability*, 17(13), 5960.
5. Coman, C., Gherheş, V., Bucs, A., Bucs, L., & Rad, D. (2025). Sustainability at the Intersection: A Bibliometric Analysis of the Impact of Social Movements on Environmental Activism from 1998 to 2025. *Sustainability*, 17(13), 5741.
6. Coman, C., Coman, E., Gherheş, V., Bucs, A., & Rad, D. (2025). Application of Remote Sensing and Machine Learning in Sustainable Agriculture. *Sustainability*, 17(12), 5601.
7. Gherheş, V., Coman, C., Bucs, A., Otovescu, A., & Bucs, L. (2025). Analyzing Climate Change Awareness Campaigns: A Bibliometric Study of Scientific Research. *Sustainability*, 17(9), 3979.
8. Gherheş, V., Coman, C., Bucs, A., Gavriluţă, N., Dalban, M., & Anton, M. (2025). Sustainable Urban Branding: Insights from Rasnov's Case Study. *Sustainability*, 17(8), 3595.
9. Gherheş, V., Coman, C., Bucs, A., Dalban, M., & Bulz, D. (2025). Balancing Tradition and Digitalization: Enhancing Museum Experiences in the Post-Pandemic Era. *Information*, 16(8), 711.
10. Coman, C., Dalban, C. M., Pitea, I., Iordache, M., & Bucs, A. (2025). Influence of Mass Media on Career Choices of Final-Year High School Students in Braşov County, Romania. *Journalism and Media*, 6(3), 126.
11. Dalban, C. M., Bularca, M. C., Bucs, A., Anton, M., & Coman, C. (2025). Analyzing the Perception of Students Regarding Administrative Support, Educational Process Quality, and Institutional Management within Universities in Romania. *Frontiers in Education*, 10, 1632837.
12. Iordache, M., Coman, C., Bucs, A., Banca, A., & Motoi, G. (2025). Bullying and Its Effects on Middle School Students in Romania: A Quantitative Approach. *Education Sciences*, 15(5), 617.
13. Coman, C., Bucs, A., Dalban, M., & Gavriluţă, C. (2025). Analyzing Career Counseling and Guidance Services Among Romanian Universities: A Quantitative Approach to Students' Perception. *Societies*, 15(4), 92.
14. Coman, C., Bucs, A., Şerbănescu, R. M., & Bularca, M. C. (2025). Rethinking Human Resources after COVID-19: A Bibliometric Analysis. *Journal of Knowledge Dynamics*, 2(1), 88–97.

15. Coman, C., Coman, E., & Bucs, A. Navigating the Fake News Landscape: Insights from a Mixed-Methods Study in Braşov, Romania. *Social Communication Ethics*, 1(3), 21–38.

VOLUNTEERING

10/2015 – Current | Târgu Secuiesc, Romania

Volunteer

YMCA – Christian non-profit organisation