

Curriculum Vitae

Iosif Trif

PERSONAL INFORMATION	
Name	Iosif Trif
WORK EXPERIENCE	
May 2021 – present	PR Secretary Braşov Philharmonic, Braşov • Writing and distributing press releases, maintaining relationships with the press, and coordinating media partnerships. • Producing and managing website and social media content; liaising with the ticketing system. • Photographing and video-documenting concerts, rehearsals, and educational projects; preparing promotional materials. • Organizing and archiving event-related materials, and coordinating printed materials: posters, programs, flyers, and press kits. • Managing guest lists, welcoming artists, and collaborating with cultural institutions, partners, and schools. • Producing retrospective exhibitions for the Philharmonic and coordinating exhibitions by local artists. • Contributing to the promotion, organization, photographic documentation, and archiving of over 1,000 events, including educational projects for children. • In 2021, worked as stage manager on an 11-concert tour in the United Kingdom with violinist Maxim Vengerov, including performances in Manchester, London, and Cambridge. • Some of the promoted and documented Braşov Philharmonic events were included in the “George Enescu” International Festival. <i>Field of activity: Public cultural institution – organizing concerts and musical projects</i>
2021 – present	Guest Lecturer, later Associate Lecturer Transilvania University of Braşov – Faculty of Sociology and Communication, Digital Media program • Teaching courses and seminars for Digital Photography, Graphic Design, and Animation and Visual Effects. • Developing seminar topics, exercises, and practical projects; supervising and evaluating students. • Teaching in Romanian and English: Digital Photography and Graphic Design in 2025, and Animation and Visual Effects in 2026. • Teaching periods: February–June 2021, 2022, 2023, and 2024; February–June 2025 and 2026. <i>Field of activity: Higher education – communication, digital media, and visual education</i>
August 2025	Guest Instructor – Transilvania Creative Camp Erasmus Blended Intensive Programme, Transilvania University of Braşov – Cupşeni, Țara Lăpuşului • Taught the course “Meaning in Images: How Technology, Technique, and Narrative Shape Visual Storytelling.” • Worked with students from 11 countries in an interdisciplinary experience dedicated to the cultural and natural heritage of Țara Lăpuşului.

- Guided documentation through photography and film, and the process of constructing meaning in still and moving images.

Field of activity: International education, cultural heritage, and visual communication

2020 – 2021

Contributing Videographer

Braşov Philharmonic, Braşov

- Recording and editing recitals and concerts produced for digital broadcast.
- Preparing audiovisual materials during a period when cultural activity moved largely online.

Field of activity: Video production and concert organization

2012 – present

Independent Editor and Author

Own editorial projects and publications

- Editing and publishing articles, photo books, and cultural projects both digitally and in print.
- Managing WordPress platforms, preparing images and text for publication, and developing personal editorial series.
- Work and materials published in local, regional, national, and international publications.
- Documenting events such as Baselworld, the Snow Polo World Cup in St. Moritz, Vienna Fashion Week, concerts, festivals, and cultural projects; conducting interviews (examples: Nikos Vertis, Mariano Di Vaio, Tamar Morali, Konstantin Chaykin, Stefan Kudoke, Aaron Becsei, David Henderson-Stewart, Rebecca Pailes-Friedman, John-Mikaël Flaux, Daizoh Makihara, Frédéric Godart, Maximilian Büsser, Anke Domaske, Pauline Guesné, Akaravuth Pantumwanich, Raj Mehta, Cristina Sărăcuț, Tigran Avetisyan, etc.).

Field of activity: Editing, publishing, and cultural communication

2010 – present

Independent Photographer

Personal photographic projects and national and international collaborations

- Creating photographic projects, solo and group exhibitions, photo books, and series of documentary and artistic photography.
- Collaborating with organizations and professionals in culture, music, fashion, education, and communication.

Field of activity: Photography, visual culture, and event documentation

EDUCATION AND TRAINING

2013 – 2015

Master's Degree – History of Art and Philosophy of Culture

University of Bucharest, Bucharest

- Studies in art history, philosophy of culture, visual analysis, and the reception of images in historical and cultural contexts.

Field of activity: Higher education

2008 – 2012

Bachelor's Degree – Cinematography, Photography, Media

Babeş-Bolyai University of Cluj-Napoca – Faculty of Theatre and Television

- Training in photography, cinematography, directing, production, editing, visual communication, and film analysis.

Field of activity: Higher education

Courses and further training

- 2021 – ANC-accredited course in Public Relations and Communication Assistance, Atelierele ILBAH, Bucharest/online.
- 2018–2020 – Russian language courses, Transilvania University of Braşov, four modules.
- 2012 – Dov Simens' 2 Day Film School, Cluj-Napoca; certificates in Film Producer and Director/Producer, Hollywood Film Institute.

- 2011 – “City of the Soul – Soul of the City,” photography workshop led by Dorel Găină, Cluj-Napoca.
- 2011 – Kodak Cinelabs 35 mm Film Workshop, film-on-celluloid course coordinated by Xantus Gabor, Cluj-Napoca.

PERSONAL SKILLS

<i>Mother tongue</i>	Romanian
<i>Other languages</i>	• English – C2 (understanding, speaking, and writing). • German – C2 (understanding, speaking, and writing). • French – C1 (understanding, speaking, and writing). • Russian – A1 (elementary level).
<i>Communication skills</i>	• Writing press releases, editorial texts, presentation materials, and content for diverse audiences. • Experience in presentations, public speaking, conferences, interviews, teaching activities, and moderating audience dialogue. • Ongoing communication with artists, press, cultural institutions, partners, schools, teachers, and students. • Ability to adapt complex information into a clear, accessible form suited to the cultural or educational context. • Producing video materials and reports for TV news. • Regularly giving interviews for news programs and cultural television and radio broadcasts.
<i>Organizational and management skills</i>	• Planning and coordinating communication for concerts, festivals, exhibitions, and other cultural events. • Simultaneously managing press, social media, photography, website, ticketing, guest, and printed-material activities. • Experience coordinating exhibitions, collaborating with artists and institutions, and organizing educational activities with schools. • Prior experience in festivals and cultural events, including stage logistics and collaboration within interdisciplinary teams.
<i>Job-related skills</i>	• Cultural communication, media relations, event photography, video production, and visual archiving. • Designing and producing exhibitions, preparing editorial materials, and coordinating printed materials. • Developing teaching and educational activities in photography, graphic design, animation, and visual effects. • Understanding of the workflows specific to a public cultural institution and collaboration with a variety of audiences and partners.
<i>Computer skills</i>	• Adobe Lightroom and Adobe Photoshop – photo editing and management. • Adobe Premiere Pro and Adobe After Effects – editing, animation, and visual effects. • Adobe Illustrator – graphic design and preparation of visual materials. • WordPress – administration, editing, and publishing of online content.
<i>Other skills</i>	• Documentary and artistic photography, visual storytelling, image editing and selection. • Conceiving photo books and editorial projects; organizing and curating photography exhibitions.

- Knowledge of film production and experience documenting concerts and cultural events.

ADDITIONAL INFORMATION

Publications and photo books

- 2026 – “Lăpuș Land through the Lens: Collecting the World,” chapter published in Transilvania Creative Camp 2025: Project-Based Learning for Creative Destinations and Engaged Communities, coordinated by Florin Nechita, Transilvania University of Braşov Press.
- 2025 – Outside, Vol. 1, photo book, published via Amazon.
- 2025 – Outside, Vol. 2, photo book, published via Amazon.
- 2025 – Photographic Memories, Vol. 1 – Other People's Memories, photo book, published via Amazon.
- 2025 – Photographic Memories, Vol. 2 – Terra Amata, photo book, published via Amazon.
- 2025 – Photographic Memories, Vol. 3 – Diaries Under the Moon, photo book, published via Amazon.
- 2025 – Photographic Memories, Vol. 4 – Lights in the Dark, photo book, published via Amazon.
- 2024 – Interview included in the volume Oamenii timpului nostru (People of Our Time), by Elisaveta Drăghici.
- 2015 – “Gladiators on Film: Spectacle and History,” Journal of the Center for the Comparative History of Ancient Societies (CICSA), June 1, 2015.

Photography exhibitions

- September 2025 – present – The Braşov Philharmonic 2024 Retrospective, Braşov – solo exhibition.
- 14–28 September 2025 – The Tâmpa Mountain – Symbol of Braşov, Second Edition, Braşov – group exhibition.
- 13–17 November 2024 – SoNoRo Open House, Cluj-Napoca – photography exhibition dedicated to children's concerts in schools, produced together with pianist Dragoş Dimitriu.
- 16–30 October 2024 – The Tâmpa Mountain – Symbol of Braşov, First Edition, Braşov – group exhibition.
- March 2024 – August 2025 – The Braşov Philharmonic 2023 Retrospective, Braşov – solo exhibition.
- January–June 2024 – Azure Reflections, Braşov – solo exhibition.
- December 2023 – present – Migrant Portrait, Braşov – solo exhibition.
- December 2022 – January 2023 – The Colors of Joy, Braşov – solo exhibition.
- December 2022 – September 2023 – The Braşov Philharmonic 2022 Retrospective, Braşov – solo exhibition.
- November–December 2022 – Braşov from Morning till Dusk, Braşov – group exhibition.
- December 2021 – June 2022 – The Braşov Philharmonic 2021 Retrospective, Braşov – solo exhibition.
- June 2013 – The World for Beginners, Braşov – solo exhibition.
- February 2010 – The Future's Past, Braşov – solo exhibition.

Presentations, conferences, and talks

- June 12, 2026 – “On Breath, Sound, and Sacred Space,” introductory talk for the HKB Trombone Quartet recital, Black Church, Braşov; a reflection on the trombone, breath, music, and the relationship between sound and sacred space.
- May 27, 2026 – “Cultural Heritage and the New Generations: Communication and Engagement Challenges.” Presentation for the European InThrace project, Braşov. A talk related to the conference theme, based on the Transilvania Creative Camp experience held in Țara Lăpuşului in August 2025. The talk

addressed the difficulties of engaging young people in discovering cultural heritage, adapting communication to contemporary audiences, and presenting traditions authentically without reducing them to stereotypes. Participated in an exchange of ideas with representatives of cultural institutions, researchers, and practitioners in the field of intangible heritage.

- December 9, 2025 – “The Art and Meaning of Images: From Vision to Story,” special course for students of the University of Dunaújváros and Transilvania University, Braşov.
- June 25, 2025 – “Sala Patria in Braşov – A Case Study on Urban Transformation through Culture.” International event dedicated to cultural and creative industries, organized within the CHERRY – Interreg Europe 2021–2027 project.
- August 2025 – “Meaning in Images: How Technology, Technique, and Narrative Shape Visual Storytelling,” Transilvania Creative Camp, Erasmus Blended Intensive Programme, Cupşeni, Romania.
- May 2025 – Opening speech at the Braşov Philharmonic's 2025 International Chamber Music Festival, Black Church, Braşov.
- December 2024 – “Olympic Paris,” photography presentation featuring images taken during the Paris Olympic Games, Alliance Française Braşov.
- June 2015 – “From the Arena to the Screen: Antiquity in Modern Reception,” conference organized by the Center for the Comparative History of Ancient Societies (CICSA), University of Bucharest.