



Europass Curriculum Vitae

Personal information

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Date of birth 01. 08. 1978.
Gender Male

Desired employment / Occupational field

Education and training

Dates	September 2015
Title of qualification awarded	Habilitation thesis in Communication Sciences
Principal subjects covered	Place Branding
Name and type of organisation providing education and training	Babeş-Bolyai University Cluj-Napoca, Romania
Level in national / internat. classification	Ph.D. (Level 6 /ISCED 97)
Dates	October 2004 – April 2007.
Title of qualification awarded	Doctor in Communication Sciences, PhD thesis in campaign communication
Principal subjects covered	Communication campaign, mass media communication, segmentation and targeting
Name and type of organisation providing education and training	Babeş-Bolyai University Cluj-Napoca, Romania
Level in national / internat. classification	Ph.D. (Level 6 /ISCED 97)
Dates	October 1999 – July 2003
Title of qualification awarded	Bachelor in Political Sciences
Principal subjects covered	Political theories, Public policy, Political communication
Name and type of organisation providing education and training	Babeş-Bolyai University Cluj-Napoca, Romania
Level in national / internat. classification	BA – Bachelor level
Dates	September 1998 – July 2002
Title of qualification awarded	Bachelor in Horticultural engineering
Principal subjects covered	Specialization in regional development
Name and type of organisation providing education and training	Szent István / Corvinus University Budapest, Hungary
Level in national / internat. classification	BA – Bachelor level
Dates	September 1993 – July 1997
Title of qualification awarded	High school graduate in Computer sciences
Principal occupational skills covered	Computer programming, IT network
Name and type of organisation providing education and training	Bolyai Farkas High School, Târgu Mureş, Romania
Level in national / internat. classification	High School degree level

Work experience

Dates	Since October 2004
Occupation or position held	Ph.D. candidate 2004-2007, Lecturer 2007-2013, Associate Professor starting October 2013.
Main activities and responsibilities	<ol style="list-style-type: none">1. Academic activities: courses in Branding, Campaign communication, Advertising and PR, Political marketing, Mass-media communication, Conflict management, Personal branding; Skills development. Coordinating internships and research papers. Researches in media studies and regional branding.2. Management activities: initiation and coordination of the Hungarian section of the Department of Communication, Public Relations and Advertising at BBU, in charge for managing the human and financial resources, strategic planning, educational program development, project management, event management. <p>The efficiency of academic and management activities are marked by the recognition of Ministry of Education as the best Communication and PR educational program in Romania (2011), completed by several national and international awards.</p>
Name and address of employer	Babeş-Bolyai University Cluj-Napoca , Romania, Faculty of Political, Administrative and Communication Sciences, Department of Communication, Public Relations and Advertising Address: Ro-400132 Cluj Napoca, Str. General Moşoiu nr. 71., Tel: 40-264-431505 Web: University: www.ubbcluj.ro , Faculty: www.fspac.ro , Hun. dept.: www.bbte-kommunikacio.ro
Type of business or sector	Formal education
Dates	Since June 2004
Occupation or position held	Managing director
Main activities and responsibilities	<ol style="list-style-type: none">1. Training activities in the field of communication: organizational communication, strategic planning, campaigns, media communication, soft skills development, team-building, etc.2. Planning & management activities: development and coordination of branding projects, communication campaigns, brand awareness, project monitoring, media communication plans, event management.3. Counseling: coaching, personal development projects
Name and address of employer	Terra Nova Training and Communication Center Address: Cluj Napoca office: Ro-400009 Cluj Napoca, Str. Napoca nr. 16. Targu Mures office: Ro-540077 Targu-Mures, Str. Bradului nr. 17/4.. Web: www.terranoa-training.eu
Type of business or sector	Non formal education, communication, branding, coaching, event management

Programs and projects

Branding & strategy development

Dates	September 2014 – February 2016
Occupation or position held	Conflict manager, trainer
Project description and partners	Communciation and conflict resolution seminars for judges, magistrates and lawyers in Cluj Napoca. Required by the professional organizations of judges, magistrates and lawyers in Cluj County the one and half year project aimed the facilitation of inter-professional communication, mutual professional recognition and the elaboration of Good Practices Handbook.
Main activities and responsibilities	<ol style="list-style-type: none">1. Target group evaluation, field researches2. Meetings and worksops3. Soft skills trainings4. Elaboration of Good Practices Handbook5. Conceiving and monitoring the conflict map
Name and address of employer	Asociatia Magistratilor din Romania (AMR) – Filiala Cluj, Uniunea Judecatorilor din Romania si Curtea de Apel Cluj, Baroul Cluj.
Type of business or sector	Conflict management, soft skills training.

Dates	February 2013 – September 2016
Occupation or position held	Brand developer
Project description and partners	Rebranding hotels, pensions and gastro-pub restaurants. Several individual contracts with Transylvanian companies in order to launch or reposition their services on the regional, national or international market.
Main activities and responsibilities	<ol style="list-style-type: none"> 1. Communication plan & product positioning 2. Brand management 3. Counselor for managers & owners 4. Event-management (festivals, Annual Meeting of HoReCa-managers, etc.) 5. Monitoring internal & external communication
Name and address of employer	Project-holder: Terra Nova Training and Communication Center Address: Ro-400009 Cluj Napoca, Str. Napoca nr. 16. Web: www.terranova-training.eu
Type of business or sector	Organizational branding, communication strategies, coaching.
Dates	June 2013 – February 2016
Occupation or position held	Brand developer
Project description and partners	City-branding for Odorheiu-Secuiesc (Székelyudvarhely), Covasna county. A program initiated by the Local Government and Mayor's Office, led through the Public Relation Office.
Main activities and responsibilities	<ol style="list-style-type: none"> 1. Strategic development of the institution, city and region 2. Data collection, surveys and evaluations, reports 3. Brand management, raising brand awareness 4. Establishing and counseling the City Image Center 5. Coaching for public figures 6. Monitoring internal & external communication, evaluation and reporting.
Name and address of employer	Project-holder: Odorheiu-Secuiesc Local Government Address: Ro – 535600 Odorheiu-Secuiesc, P-ța Városháza nr. 5. Web: www.varoshaza.ro
Type of business or sector	Strategy development, place branding, coaching.
Dates	August 2013 – September 2014
Occupation or position held	Brand developer
Project description and partners	Member of the Cluj Management and Planning Group , responsible for the Development Strategy of Cluj-Napoca, Geographical Marketing Workgroup. A program initiated by the Cluj Napoca Local Government and Mayor's Office in partnership with Babes-Bolyai University. Home site: http://cmpg.ro/
Main activities and responsibilities	<ol style="list-style-type: none"> 1. Strategic development: strategy planning, communication strategy 2. Brand management, raising brand awareness
Name and address of employer	Project-holder: Cluj Napoca Local Government Address: Ro – Cluj Napoca, Str. Motilor nr. 3. Web: www.primariaclujnapoca.ro
Type of business or sector	Strategy development, place branding.
Dates	November 2012 – July 2014
Occupation or position held	Brand developer
Project description and partners	City-branding for Târgu-Secuiesc (Kézdivásárhely), main city of Covasna county. A program initiated by the Târgu-Secuiesc Local Government and Mayor's Office, led through the City Image Center.
Main activities and responsibilities	<ol style="list-style-type: none"> 1. Strategic development of the institution, city and region 2. Data collection, surveys and evaluations 3. Brand management, raising brand awareness 4. Establishing and counseling the City Image Center 5. Coaching for public figures 6. Monitoring internal & external communication, evaluation and reporting.
Name and address of employer	Project-holder: Târgu-Secuiesc Local Government Address: Ro – 525400 Târgu-Secuiesc, P-ța Gábor Áron, nr. 24. Web: www.kezdi.ro
Type of business or sector	Strategy development, place branding, coaching.

Dates	October 2010 – December 2012
Occupation or position held	Brand developer
Project description and partners	Rebranding coffee shops and restaurants. A partnership with the only Romanian pub-branding agency, aiming to promote urban meeting points and events.
Main activities and responsibilities	<ol style="list-style-type: none"> 1. Communication plan & product positioning 2. Brand management 3. Counselor for managers & owners 4. Event-management (festivals, Annual Meeting of HoReCa-managers, etc.) 5. Monitoring internal & external communication
Name and address of employer	Project-holder: Terra Nova Training and Communication Center Address: Ro-400009 Cluj Napoca, Str. Napoca nr. 16. Web: www.terranova-training.eu
Type of business or sector	Organizational branding, communication strategies, coaching.
Dates	November 2010 – March 2012
Occupation or position held	Brand developer
Project description and partners	City-branding for Cluj Napoca (Kolozsvár), head of Cluj county. A program initiated by the Cluj Napoca Local Government and Mayor's Office, led through the Public Relation Office.
Main activities and responsibilities	<ol style="list-style-type: none"> 1. Strategic development of the institution, city and region 2. Brand management 3. Coaching for public figures
Name and address of employer	Project-holder: Cluj Napoca Local Government Address: Ro – Cluj Napoca, Str. Motilor nr. 3. Web: www.primariaclujnapoca.ro
Type of business or sector	Strategy development, place branding, coaching.
Dates	November 2008 – December 2011
Occupation or position held	Brand developer
Project description and partners	City-branding for Sfântu-Gheorghe (Sepsiszentgyörgy), head of Covasna county. A program initiated by the Sfântu-Gheorghe Local Government and Mayor's Office, led through the City Image Center.
Main activities and responsibilities	<ol style="list-style-type: none"> 1. Strategic development of the institution, city and region 2. Brand management 3. Establishing and counseling the City Image Center 4. Coaching for public figures 5. Event-management
Name and address of employer	Project-holder: Sfântu-Gheorghe Local Government Address: Ro – 520008 Sf. Gheorghe, Str. 1 Dec. 1918. nr. 2. Web: www.sepsiszentgyorgyinfo.ro
Type of business or sector	Strategy development, place branding, coaching.

Personal skills and competences

Mother tongue(s) Hungarian

Other language(s)

Self-assessment

European level (*)

Romanian

English

French

Understanding		Speaking		Writing	
Listening	Reading	Spoken interaction	Spoken production		
C2	C2	C2	C2	C2	
C2	C2	C2	C2	C2	
B2	B2	B1	B1	A2	

(*) [Common European Framework of Reference for Languages](http://www.cedefop.europa.eu)

Social skills and competences

- Excellent communication skills developed through the projects mentioned and the almost 20 years training and teaching experience
- Experience in group-leadership and organizing, acquired carrying out joint projects, campaigns and coordinating research groups, confirmed by the national and international awards.
- Volunteer work in national professional, cultural and lobby NGOs (ex. Oxfam International, Liga Pro Europa, professional associations – see below)

Organisational skills and competences	<ul style="list-style-type: none"> ▪ Educational management: organizing education institute's activity as head of the Hungarian line at Communication and PR section of the Babes-Bolyai University, active in non-formal education at Terra Nova Training Center, etc. ▪ International co-financed project coordinator or team member (POSDRU, PHARE, TAMOP, HU-RO, Interreg) ▪ Branding projects and communication campaigns for companies and public institutions / cities (Cluj Napoca, Sfântu Gheorghe, Tîrgu-Secuiesc, etc.) ▪ Planning and running communication campaigns and events as work activity ▪ Team-leading and teamwork in projects as described at Work Experience and Programs and Projects section ▪ Member of research groups in higher education and branding projects.
Technical skills and competences	<ul style="list-style-type: none"> ▪ Project monitoring of development and educational projects ▪ Monitoring and reporting on complex communication plans (communication campaigns, co-financed development projects, crisis solution plans, brand awareness plans, etc.)
Computer skills and competences	<ul style="list-style-type: none"> ▪ Computer programmers certificate by the Ministry of Education, Romania, 1997 ▪ Editing and design in Corel, Photoshop, PageMaker, Office programs ▪ User of specific applications like SPSS, R, Microsoft Project, mind mapping and visual data software.
Artistic skills and competences	<ul style="list-style-type: none"> ▪ Photography, acquiring several prizes, exhibitions and print works
Other skills and competences	<ul style="list-style-type: none"> ▪ Coach for public figures ▪ Working with the national and international media ▪ Sports: swimming, hiking, outdoor activities
Driving licence	1996 – Driving license for cars (Romanian B category driving license)
Additional information	<p>Member of the professional organizations:</p> <ul style="list-style-type: none"> ▪ Society of Hungarian Scientists and Scholars affiliated to the Hungarian Academy of Science, 2010. ▪ Hungarian Advertising Association, Hungary, since 2008. ▪ European Council's Human Rights Youth Education Network, since 2005. ▪ Hungarian Journalist's Association of Romania, since 2004. <p>Awards:</p> <ul style="list-style-type: none"> ▪ 2013 – "Excellentia" prize of the Babeş-Bolyai University and CS UBB ▪ 2009 – National Education Awards, Professor of the Year in Higher Education, II. place ▪ 2009 – Award for media researches and publishing by the Hungarian Journalist's Assoc. of Romania ▪ 2007 – Award for performance in education by the Hungarian Journalist's Association of Romania ▪ 2006 – Award for performance in journalism by Embassy of Hungary in Australia
Annexes	List of publications

November 2017.