

CURRICULUM VITAE

BOGDANA CORCOZ

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Desired employment / Occupational field: Marketing, P.R

P.R MANAGER

Dates: april 2016 until present

Tasks: - monitor publicity and conduct research to find out the concerns and expectations of your client stakeholders
- planning, developing and implementing PR strategies
- researching, writing and distributing press releases to targeted media
- organising events including press conferences, and press tours

Name and address of the employer:
JIDVEI – Garii, no. 45, Jidvei

MEDIA PLANNER

Dates: august 2012- march 2015

Tasks: - identify the best mix of media channels
- obtaining the best advertising rates
- create efficient media-plans
- adjust media schedules in response to the latest audience figures
- media buying and negotiations from rate card prices

Name and address of the employer:
INDEPENDENT MEDIA – Bratianu, n. 18, Alba-Iulia

STRATEGIC PLANNER

Dates: march 2011-august 2012

Tasks: - assess and implement media mix strategy
- strategic marketing recommendations for a range of clients
- studying markets for relevant data
- Producing cohesive and intelligent plans to bring success to campaigns

Name and address of the employer:
QUAL MEDIA GROUP – Dorobantilor, 22, Cluj - Napoca

Education and Training

2007-2010 BA: Communication and Public Relation,
Faculty of Political Science, Administration and Communication,
UBB, Cluj Napoca, Romania

2010-2012 MA: Management of Conflicts, (English department)
Faculty of Political Science, Administration and Communication,
UBB, ClujNapoca, Romania

2013-2016 BA: Computer Science, UAB, Alba Iulia, Romania

Workshops and Projects

2012- Impact Marketing School, Bucharest
2010- Internship Reporter *Reality TV*
2010- International Film Festival- Press &P.R
2009- Host TV Shows „Tourist in Alba”, „I Want to go to School”
2008- The Olimpics of Communication, Bucharest
2007- Internship Vitrina Advertising, Cluj Napoca
2004-2011 NGO “ Romanian SCOUTS

Language Skills

English- Advanced (English Proficiency “ALPHA”- C1 advanced)

Skills and competences

Driving Licence (B)
Microsoft Office, News Desk, Power Point
Excelent command of Internet use
Basic SQL Knowledge (access and manipulate data)
Basic Knowledge of: HTML, XHTML, CSS
Google AdWords Certified

