

Contact

www.linkedin.com/in/elisabeta-moraru-418b7519 (LinkedIn)

Top Skills

Public Relations

Social Media

Business Development

Elisabeta Moraru

Country Manager at Google
Romania

Summary

10 years of development in the areas of Sales and Marketing, Business development and Training

Specialties: Structural Funds, PR, Marketing, Project Management, Training

Experience

Google

Industry Head

April 2012 - Present (8 years 5 months)

Xerox

Business Partner Manager

February 2011 - March 2012 (1 year 2 months)

In charge of Partner Ecosystem in the Southern Romania

Microsoft

EUGA Project Manager

February 2007 - February 2011 (4 years 1 month)

In charge of European Union Grants Adviser (EUGA), managing contact with IT&C partners, clients, generating structural funds projects, organising events with/for the press in order to promote the EUGA evolution, writing articles for the monthly newsletters and also for the central press, managing marketing budget and portal evolution, presenting the program at events and delivering trainings on structural funds for partners and clients, generating business opportunities within public sector, academic, hospitals, sme's and ngo's

Faculty of Journalism and Mass Communication

Trainer

October 2005 - October 2009 (4 years 1 month)

Delivering training during the seminars called “Mass Media Writing Techniques”, “Introduction in the Theory of Communication”, “Introduction in the mass media systems”, “Professional Deontology” and “Press and Reality”

Ministry of Administration and Interior

2 years 8 months

Project Assistant

February 2006 - February 2007 (1 year 1 month)

In charge of implementing the EU Visibility Requirements, implementing the PR activities and interpreter (Romanian-English), organization of seminars, workshops and study tours, writing monthly and quarterly reports, managing the contact with the actors involved in the project Twining Project RO 04/IB/OT 02 “Strengthening financial autonomy of local authorities through continuation of fiscal and financial decentralization”;

Project Assistant

July 2005 - January 2006 (7 months)

In charge of implementing the EU Visibility Requirements, implementing the PR activities and interpreter (Romanian-French-English-Spanish), organization of seminars, workshops and study tours in Romania, France and Spain, writing monthly and quarterly reports, managing the contact with the actors involved in the project Twining Project Ro03/IB/JH-01 Strengthening Border Control: Institutional, Procedural And Training With Similar EU Agencies

Project Assistant

July 2004 - July 2005 (1 year 1 month)

In charge of implementing the EU Visibility Requirements, implementing the PR activities and interpreter (Romanian-French-English-Spanish), organization of seminars, workshops and study tours in Romania, France and Spain, writing monthly and quarterly reports, managing the contact with the actors involved in the project; Country: Romania, Bucharest

Institution: Ministry of Administration and Interior, Twining Project RO 02/IB/JH-3 SIS “Technical and Legal Assistance for the creation of a National System of Information compatible with the Schengen Information System (SIS)

National Institute of Administration

Project Assistant

July 2003 - July 2004 (1 year 1 month)

In charge of designing the communication activities, building the image, communication between a network of involved institutions, implementing the EU Visibility Requirements, implementing the PR activities and interpreter (Romanian-French-English-Spanish), newsletter editor, elaboration of the project web site concept, organizing seminars, workshops and study tours in Romania and France, managing the contact with the actors involved in the project Phare Project RO 0106.02 "Develop an operational National Institute of Public Administration capable of educating civil servants"

Democracy School Association

Executive Secretary

September 2001 - July 2003 (1 year 11 months)

in charge of designing the communication activities, building the image, promotion and advertising campaign, communication between a network of involved institutions, mass media relations and Public Relations coordination, organizing educational fairs (4th edition, May 2002, 5th edition, May 2003)

University of Bucharest

Assistant of the Rector's Adviser

May 2002 - April 2003 (1 year)

Assistant of the Rector's Adviser in charge of communication with civil society organizations, partners in University's projects; implementing the EU Visibility Requirements related with the University's programs; implementing the PR action plan of the University

Education

University of Bucharest

Ph.D., Sociology · (2006 - 2010)

Școala Națională de Studii Politice și Administrative din București

Master, Political Construction and Electoral Management · (2004 - 2006)

University of Bucharest

Master, Mass Communication Sciences · (2003 - 2005)

Universidad Complutense de Madrid

Scholarship, Licence · (2002 - 2003)

University of Bucharest

