

Michael Bukur

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Education

Loughborough University LOUGHBOROUGH, UK

October 2021 – present

School of Sport, Exercise and Health Sciences (SSEHS), PhD

University of Westminster LONDON, UK

January 2019 – January 2020

Cultural and Critical Studies, MA; Distinction

New York University NYC, USA

September 2015 – January 2019

Media, Culture, and Communication, BSc; Producing, Minor; Magna Cum Laude

Professional Experience

Universidad Politécnica de Madrid: Visiting Researcher MADRID, ES

October 2023 – present

- Conduct and analyze participant feedback via observations and semi-structured interviews for the running races San Silvestre Vallecana and the Valencia Marathon, understanding the central value proposition and key improvements needed for an enhanced event experience.

Applied Inspiration: Research Assistant REMOTE, UK

February 2023 – present

- Conduct program evaluations for higher education institutions through the collection and analysis of interviews and focus groups, along with quantitative data, which are used to craft comprehensive reports for clients and communicate actionable recommendations.
- Analyze stakeholder-provided secondary data related to organizational design and structure, internal reporting metrics, and strategic planning to tailor findings for implementation.

Loughborough University: University Teacher LOUGHBOROUGH, UK

February 2022 – present

- Lead seminars across the social sciences and sport science focused on explorations of social and critical theory and their applications to practical contexts in sport.
- Assess student progress through marking coursework and final exams which have included content such as research posters, short answer responses, and essays.

Loughborough University: Research Assistant LOUGHBOROUGH, UK

January 2022 – July 2022

- Conducted a literature review and analysed quantitative variables via R pulled from a UK population panel surveys to explore the links between media, politics, and health and wellbeing with the intention to support a future grant funding application.

MakeSpace: Customer Support Specialist NYC, USA*July 2020 – September 2020*

- Captured and relayed customer feedback, collaborating cross-functionally with operations, tech, marketing, and product teams to enhance the overall customer experience.
- Corresponded directly with customers via telephone and Zendesk to field inquiries, craft solutions, and escalate issues to the appropriate teams when necessary.

Runners Need: Customer Expert LONDON, UK*January 2019 – May 2020*

- Provided specialist product information tailored to customer needs and managed in-store merchandising to maximize sales and align with purchasing trends and reoccurring inquiries.

New York Road Runners: Runner Services Representative NYC, USA*December 2016 – January 2018 & June 2018 – January 2019*

- Communicated with a range of external stakeholders to provide product information both in person and across communication channels including social media, email, and telephone.
- Collaborated across strategic and operational departments to ensure consistent communication and appropriate engagement for end users and other external stakeholders.

Virgin Sport: Marketing Intern LONDON, UK*February 2018 – May 2018*

- Developed and implemented targeted engagement strategies through community-embedded marketing, an optimized registration process, and a tailored event experience.
- Conducted grassroots marketing via phone calls, emails, and in-person engagement to build brand awareness across Greater London, especially with local sport and health organizations.

Administration**Loughborough Open Research Collective: Executive Committee** LOUGHBOROUGH, UK*November 2021 – December 2023*

- Networked and led events and training with university stakeholders and leaders in the field of open research to facilitate knowledge sharing and cross-institutional conversations via hybrid events and social media engagement.

UNESCO Sport, Physical Activity and Education for Development Network LOUGHBOROUGH, UK*December 2022 – September 2023*

- Led community workshops and events around mobility infrastructure, multilingual knowledge sharing, sustainability, and LGBT+ sport to share knowledge in sport science.

Loughborough LGBT+ Staff Network: Collaborations Lead LOUGHBOROUGH, UK*August 2022 – September 2023*

- Developed strategic collaborations and events with university, industry, and community partners to improve the LGBT+ staff experience.

Skills

- **Languages:** English (native), Spanish (B2)
- **Programming:** R, HTML (basic)
- **Software:** Google Suite, Microsoft Suite, Notion, NVivo, InDesign, Photoshop, Premiere Pro, Qualtrics, Salesforce, WordPress, Zendesk