



Curriculum Vitae

Personal information

First name / Surname	Margu Iulia-Alexandra
Address	(Romania)
Mobile	0749560262
E-mail	alexandra.margu@yahoo.com
Nationality	Romanian
Date of birth	17/10/1988
Gender	Female

Professional experience

Translator of documentary and fiction films in English – project-based collaboration

News editor for Etalon TV – 2008 - 2010

Editorial practice at *România Literară* magazine – 2012

Internship GQ – 2013

Editor at dli.ro (travel website) – 2014 - 2015

English teacher at Eurocor European Institute – 2013 - 2017

Editor, Instructional Designer, e-learning Developer at Eurocor European Institute – 2013 - 2016

My responsibilities include:

- Editing and proofreading foreign languages and professional courses
- Offering guidance for the authors in order to create quality materials
- Communicating with the Subject Matter Expert for finding out the necessary information for developing the storyboards and scripts
- Creating detailed storyboards from raw printed material in order to be implemented in Articulate Storyline
- Developing courseware based on the final scripts, adding engaging techniques which enhance learner's experience
- Editing graphic elements in Photoshop to match the learning objectives
- Communicating with the e-learning team for improving the final product

- Uploading the final product on FTP in order to share it with the other countries in the company

Instructional Designer and e-learning Developer for Orange France – project-based collaboration – 2016 – present

My responsibilities include:

- Collaborating with the Subject Matter Expert to identify the needs and clarify different aspects of the course support
- Defining the e-learning objectives in order to design the storyboards and scenarios
- Creating detailed storyboards for the course developers based on specific instructional design strategies, offering continuous support for the implementation of the scripts to the development team
- Developing the ready-made storyboards in Articulate Storyline and improving the level of interactivity in order to facilitate the user's experience
- Editing graphic elements in Photoshop to match the learning objectives
- Receiving feedback and passing it on to the developers; constantly checking the status of changes made and communicating it further

Learning and development specialist at Microsoft – 2016 – present

Work collaboratively with the staff of Microsoft Services University (SU) in the production of courses and supplemental materials and actively participate in the development and training of staff and partners. Through collaboration with other team members, design engaging and effective instructional materials. Assist in the development of course materials that are functional, intuitive, informative, and consistent with the organization's instructional design standards.

Provide recommendations for interface design, sequencing of instruction, use of assessments, and design of help files, knowledge base files, course materials and activities.

Determine instructional effectiveness of course materials that are developed.

Core duties & responsibilities:

- Analyse requirements to scope work required for assigned projects based on specs and other support materials
- Guide efforts of Subject Matter Expert (SME) to craft appropriate training sequence and identify instructional strategies
- Enhance material with appropriate activities, interim knowledge checks and summative assessments; source or create e-learning as needed
- Efficiently work with Subject Matter Experts (SMEs) to extract information required to develop training
- Development of learning objectives to achieve business needs
- Development of assessments to measure knowledge gained against learning objectives
- Mine technical content to extract relevant information to meet learning objectives
- Creating performance-based design documents for instructor-led or blended materials

and achieve business sign off

- Development of instructor-led or blended materials with a focus on immersive learning/use of immersive learning techniques
- Developing eLearning courses and achieve business sign off
- Publish content to the location identified by the Microsoft contact

Education and training

Dates 2010 - 2012

Title of qualification awarded Book Editor

Principal subjects / occupational skills covered Book editing
Writing articles
Editorial marketing

Name and type of organisation providing education and training University of Bucharest (Faculty of Letters)
Bucharest (Romania)

Dates 2007 - 2010

Title of qualification awarded Philologist

Principal subjects / occupational skills covered Romanian literature and grammar
English literature and grammar
Teaching literature and grammar

Name and type of organisation providing education and training University of Bucharest (Faculty of Letters)
Bucharest (Romania)

Personal skills and competences

Mother tongue

Romanian

Other language(s)

Self-assessment

European level ()*

English

French

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
C1	Proficient user	C1	Proficient user	C1	Proficient user	C1	Proficient user	C1	Proficient user
B1	Independent user	C1	Proficient user	B1	Independent user	B1	Independent user	B1	Independent user

(*) [*Common European Framework of Reference \(CEF\) level*](#)

Organisational skills and competences	I can quickly adapt in a team-based project and I find satisfaction in working with other people. I can come up with great ideas for improvement and also coordinate large projects, skills that have been refined through my work experience along the years. I am a good team player, who can communicate efficiently with her team mates in order to achieve the best results. I have developed time management skills throughout my career, therefore I am able to meet a tight deadline while also delivering a quality product.
Computer skills and competences	Microsoft Office SharePoint Articulate Storyline Adobe Captivate Wordpress Photoshop Moovly Camtasia Talent LMS
Artistic skills and competences	I am skillful in fashion design and accessory manufacturing. I created a number of bags for my own enjoyment, which turned out to be appreciated and . I also have a taste for artistic photography, having graduated a professional course. I take photographs whenever I find a subject worth being immortalized.
Other skills and competences	I am passionate about lawn tennis and I own a training certificate. I have practiced it for over ten years, while participating in a few local contests.
Certifications	Cambridge English: Advanced (CAE) Cambridge IELTS Certified Trainer Certified Photographer
Driving licence(s)	B