



## Europass Curriculum Vitae

### Personal information

First name(s) / Surname(s) **Diana-Alexandra Vilcu**

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Nationality Romanian

Date of birth 6/11/1981

Gender Female

**Occupational field** **Social Integration, European Affairs, Project Management, Communication, Public Relations, Culture and Intercultural Relations.**

### Work experience

Dates **August 2013 - Present**

Occupation or position held **Research Assistant**

Main activities and responsibilities

- assisting established researcher teams for various social projects and publications
- organization of events for the Institute
- drafting relevant documents and translations

Dates **March 2010 – June 2012**

Occupation or position held **Owner – PR Manager**

Main activities and responsibilities

- creating and managing Public Relations campaigns.
- drafting press releases
- media relations.
- direct marketing
- drafting web content, brochures, newsletters, presentations
- events management.

Name and address of employer FrontPage Comunicazione, Via Vespri Siciliani 35, 20146, Milano, Italia.

Type of business or sector PR and Communication consultancy.

Dates	<b>September 2009 – December 2009</b>
Occupation or position held	<b>Communication Specialist</b>
Main activities and responsibilities	<ul style="list-style-type: none"> <li>- internal communication</li> <li>- international relations for a multinational documentary</li> <li>- translations from Italian into English</li> <li>- assisting the executive producer with various organizational activities</li> </ul>
Name and address of employer	Lighthouse Production, Via Carducci, Sesto San Giovanni, Milan, Italy.
Type of business or sector	Film and TV production
Dates	<b>March 2005 – July 2006</b>
Occupation or position held	<b>PR Executive</b>
Main activities and responsibilities	<ul style="list-style-type: none"> <li>- writing press releases and web content</li> <li>- managing media relations</li> <li>- offering image consultancy to actors and presenters</li> <li>- assisting with events organisation: launching of new programmes, press conferences, public competitions, charity events.</li> </ul>
Name and address of the employer	Televiziunea Romana, Calea Dorobantilor, Bucharest, Romania.
Type of business or sector	Public Television broadcaster
Dates	<b>July – October 2004</b>
Occupation or position held	<b>Casting Coordinator (Drama series)</b>
Main activities and responsibilities	<ul style="list-style-type: none"> <li>- drafting filming and rehearsal schedules</li> <li>- keeping actors' agenda</li> <li>- arranging meetings between the cast and the PR office</li> <li>- organizing events for the whole production team.</li> </ul>
Name and address of the employer	Acasa TV, Bd. Pache Protopopescu, Bucharest.
Type of business or sector	Private Television broadcaster
Dates	<b>January – June 2004</b>
Occupation or position held	<b>Assistant Producer (Entertainment Division)</b>
Name and address of the employer	National TV, Str. Fabricii, Bucharest.
Type of business or sector	Private Television broadcaster

## Education and Training

Name and type of organisation providing education and training  
**Academia Romana, Institutul de Cercetare a Calitatii Vietii, Bucuresti, 2012 - 2015.**

Level in national or international classification  
 PhD in Sociology – “Immigration and Social and Cultural Integration”

Name and type of organisation providing education and training  
**Job Master Business School, Milan, 2008 – 2009.**

Level in national or international classification  
 Masters Degree in Public Relations, Advertising and Events Management

Name and type of organisation providing education and training  
Level in national or international classification

**University of Bucharest – UNESCO Department, 2006 – 2008.**

Masters Degree in Intercultural Communication

Name and type of organisation providing education and training  
Level in national or international classification

**University of West London, 2000 - 2003**

BA Media Studies with Video Production – 2:1 Honours Degree

**Personal skills and competences**

Mother tongue(s)

**Romanian**

Other language(s)

Self-assessment

*European level (\*)*

**English**

**Italian**

**French**

**Spanish**

**Russian**

Understanding		Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production	
	C2		C2		C2		C2
	C2		C2		C2		C2
	B2		C1		B2		C1
	B1		B1		B1		B1
	A1		A1		A1		A1

(\*) [Common European Framework of Reference for Languages](#)

Social skills and competences

Familiar with working in large teams, and with people from different national and professional backgrounds. Able to adapt to different cultural environments.

Organisational skills and competences

Having worked in a busy environment such as television, I learnt to prioritise tasks effectively, to meet tight deadlines and to handle large amounts of information at the same time.

Computer skills and competences

MS Word, PowerPoint, Excel, Publisher, Access.

Creative skills and competences

Ability to conceive original messages, according to the client's identity and to the needs of the specific target audience. I can write in English, Italian and Romanian, on several topics, and for various types of media.

Other skills and competences

International cultural knowledge: developed whilst living, studying and working in different countries (Romania, Italy, England), by interacting with cultures that are different among themselves, as well as different from my culture of origin.

Driving licence

B