

PERSONAL INFORMATION



Bianca-Florentina Cheregi

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<https://snsa.academia.edu/BiancaCheregi>

https://www.researchgate.net/Bianca_Cheregi

<https://scholar.google.com/citations?user=xO5Qd5AAAAAJ&hl>

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Sex Female | Nationality Romanian

JOB APPLIED FOR
POSITION
PREFERRED JOB
STUDIES APPLIED FOR

Education, Research

WORK EXPERIENCE

October 2020 - Present

Lecturer

College of Communication and Public Relations, National University of Political Studies and Public Administration, Bucharest, Romania

- Courses: **Branding through social media**, second year, BA, Communication and Emerging Media
- Courses: **Brand Identity in Digital Contexts**, first year, MA in Digital Communication and Innovation
- Courses: **Consumer Behavior**, first year, MA in Brand Management and Corporate Communication
- Courses: **Marketing & brand communication**, first year, MA in Social Media and Online Marketing, first year MA in Advertising
- Courses: **Semiotics in the new media**, second year, BA, Communication and Emerging Media
- BA thesis supervisor in Branding through social media and Semiotics
- Dissertation thesis supervisor in Marketing & brand communication and Consumer behavior

Business or sector Education/Academia

May 2022 - Present

Communication and dissemination expert (project manager)

National University of Political Science and Public Administration, Bucharest, Romania

- Project: **HEI Consortium Responsible Innovation-Led Entrepreneurial University Transformation Centres (Ecosystem Integration Labs) – RiEcoLab**
- Defining a research model for identifying, analyzing and fighting against disinformation

Business or sector Education/Academia

March 2022 – Present

Researcher

CIVICA – The European University of Social Sciences, National University of Political Studies and Public Administration – SNSPA, Central European University - CEU

- Project: **A Pilot Study on Mapping the Attitudes Towards Covid-19 Vaccination in Online Communities (ROHUVax)**
- Defining a pilot study for the analysis of EU discourses on Covid-19 vaccination

Business or sector Education/Academia

March 2021 - Present

Web and Social Media expert

Ministry of Foreign Affairs - MFA, National University of Political Science and Public Administration, Bucharest, Romania

- Project: **Strategic planning for consolidation of resilience to disinformation and hybrid threats**, code SIPOCA 865 / code mySmis 136668
- Defining a design for identifying, analyzing and fighting against disinformation

Business or sector Education/Academia

October – December 2021

Communication and dissemination expert (project manager)

National University of Political Science and Public Administration, Bucharest, Romania

- Project: **HEI Consortium Responsible Innovation-Led Entrepreneurial University Transformation Centres (Ecosystem Integration Labs) – RiEcoLab**
- Defining a research model for identifying, analyzing and fighting against disinformation

Business or sector Education/Academia

October 2020 – March 2021

Marketing Study A2.2 expert

The Executive Agency for Higher Education, Research, Development and Innovation Funding, UEFISCDI

- Project: **Quality in the higher education system: internationalization and data base for developing the Romanian education system – POCU 126766**
- Conducting a marketing study about promotional strategies and internationalization in the Romanian higher education system

Business or sector Education/Academia

March 2018 - Present

Master Program Coordinator – Brand Management and Corporate Communication

College of Communication and Public Relations, National University of Political Science and Public Administration, Bucharest, Romania

- Managing didactic and promotional activities

Business or sector Education/Academia

February 2018 - Present

Assistant lecturer

College of Communication and Public Relations, National University of Political Science and Public Administration, Bucharest

- Teaching **Semiotics. Theory of Language** seminars
- Courses: **Marketing & branding**, first year, MA in Social Media and Online Marketing
- Courses: **Marketing & brand communication**, first year, MA in Advertising
- Courses: **Consumer Behavior**, first year, MA in Brand Management and Corporate Communication, second year, College of Communication and Public Relations
- Supervising dissertation projects in Semiotics, together with the associate professor
- Supervising dissertation projects on Marketing & branding and Consumer behavior

Business or sector Education/Academia

October 2019 - Present

Postdoctoral researcher

Researcher-entrepreneur in the area of intelligence (CERT-ANTREP), code SMIS 2014+: 124708, National University of Political Science and Public Administration, Bucharest

- Project: **Nation branding in the post-truth era. The media framing of new technologies as competitive instrument**

June 2019 – June 2022

Minigrant – research project

Communication, Discourse, Public Issues Laboratory (CoDiPo), College of Communication and Public Relations, National University of Political Science and Public Administration, Bucharest

- Project: **The Communicative Construction of Public Problems in Contemporary Romania: the Media and the Public Sphere**

May 2019

Erasmus Teaching Mobility

Department of Philosophy and Science of Education, University of Turin, Italy

- Teaching a course in **The Semiotics of Nation Branding in the Post-Truth Era** to MA students

April 2018

Erasmus Teaching Mobility

Faculty of Management and Social Communication, Jagiellonian University in Cracow, Poland

- Teaching a course in **Nation branding in the digital era** to MA students

October 2012 – February 2017

Associate teaching assistant

College of Communication and Public Relations, National University of Political Science and Public Administration, Bucharest

- Teaching **Semiotics. Theory of Language** seminars to the 2nd year students from College of Communication and Public Relations
- Teaching **Ethics in Communication** seminars to the 3rd year students from College of Communication and Public Relations
- Teaching **Marketing & branding** course, first year, MA in Social Media and Online Marketing
- Supervising dissertation projects in Semiotics, together with the associate professor

Business or sector Education/Academia

October 2017 – September 2018

"Spiru Haret" Scholar

National University of Political Science and Public Administration, Bucharest

- Research program for analysing Romanian diaspora "Spiru Haret" (PN-III-P1-1.1-BSH-2-2016-0005)
- Research theme: **"The new diaspora" and interactive media campaigns. The case of Romanians migrating to the UK**

Business or sector Education/Academia

January 2016 - September 2017

Marketing Coordinator

Go Travel SunMedair Group

- Coordinating marketing and communication activities in leisure and corporate/business travel
- Coordinating marketing campaigns, in collaboration with a digital agency
- E-mail marketing and social media – Facebook and LinkedIn
- Reporting and monitoring the campaign results

Business or sector Business Tourism

April 2015 – Present

Editorial Board Member

International Journal of *Studies in Visual Arts and Communication*

- Reviewing manuscripts for publication

Business or sector Education/Academia

May 2014 – September 2015

PhD Researcher

Doctoral School in Communication, National University of Political Science and Public Administration, Bucharest

POSDRU/159/1.5/S/134650 – Doctoral and post-doctoral scholarships for young researchers in Politician Science, Administrative Science, Communication Science and Sociology

- Coordinating qualitative and quantitative research, analyzing results and findings, conference presentations, publishing scientific articles

Business or sector Education/Academia

May 2014 – September 2014

Visiting Researcher

Bournemouth University, Great Britain

- Coordinating qualitative and quantitative research, documentation, results and findings

Business or sector Education/Academia

October 2012 – November 2013

Marketing Specialist

HR Sincron

- Writing and editing press releases and newsletters
- E-mail marketing
- Social Media strategies for company's pages (Facebook & LinkedIn)

Business or sector IT&C, Human Resources

November 2011 – July 2012

Copywriter & Social Media Coordinator

Infinet Solutions Agency

- Copywriter – writing advertising texts for sites, booklets, banners and newsletters
- Building Social Media strategies
- Online Reputation Management

Business or sector Advertising

April 2011 – September 2011

Online Coordinator & PR assistant

ROTON Record Label

- Social Media Coordinator – managing Facebook and Twitter accounts, MySpace and YouTube
- Writing news and press releases
- Monitoring international charts
- PR activities – organizing events, press conferences
- Video editing from artist's concerts

Business or sector Music Industry

EDUCATION AND TRAINING

October 2012 – September 2015

PhD in Communication Science

Doctoral School in Communication, National University of Political Science and Public Administration, Bucharest

- PhD thesis: **The Media Construction of Nation Branding in Post-Communist Romania: A Constructivist-Semiotic Perspective**, coordinator **Prof. Univ. Dr. Camelia Beciu**

Nivel EQF 8

March 2019 – July 2019

Psycho-pedagogical module (Level 2)

Faculty of Psychology and Educational Sciences, University of Bucharest

October 2015 – February 2016

Psycho-pedagogical module (Level 1)

Faculty of Psychology and Educational Sciences, University of Bucharest

January 2022

Certificate of attendance

"Mihai Viteazul" National Intelligence Academy, Theseus project

- Training Big Data Analysis

November 2021

Certificate of achievement

RiEcoLab – Responsible Innovation-Led Entrepreneurial University Transformation Centres (Ecosystem Integration Labs)

- Training T1 – Participatory Engagement Strategy

June 2020

Certificate of attendance

Doctoral School in Sociology, Faculty of Social Sciences, University of Oradea

- Workshop "Introduction in qualitative analysis using NVIVO"

November 2016

Certificate of attendance

UNICEF and Center for Independent Journalism

- Training UNICEF Child Rights Syllabus

February 2015

Certificate of attendance

4th ECPR Winter School in Methods and Techniques, Bamberg University, Germany

- Advanced Qualitative Data Analysis

October 2010 – July 2012

MA in Communication and Advertising

EQF Level 7

College of Communication and Public Relations, National University of Political Science and Public Administration, Bucharest

- Dissertation paper: **Brand communication strategy in the global era. A semiotic perspective**

October 2007 – June 2010

BA in Communication and Public Relations

EQF Level 6

College of Communication and Public Relations, National University of Political Science and Public Administration, Bucharest

- Dissertation paper: **Narrative semiotics in Romanian advertising discourse**

October 2007 – June 2010

BA in Advertising

EQF Level 6

Faculty of Journalism and Communication Sciences, University of Bucharest, Romania

PERSONAL SKILLS

Mother tongue(s) Romanian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
Replace with language	C1	C1	C1	C1	C1
	English				
Replace with language	A2	B1	A2	A1	A2
	French				

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
Common European Framework of Reference for Languages

Communications skills

- good communication skills gained through my experience as a Marketing Specialist and Social Media Coordinator
- team spirit

Job related skills

- teaching skills

Computer skills

- good command of Microsoft Office™ tools
- qualifying licence in Informatics

Other skills

- Best Paper Prize in Arts, Media and Migration (The Migration Conference, Lisbon, 2018)
- Cambridge Diploma, FCE, grade C
- Diploma Big Data Analysis (Theseus, 2022)
- Diploma T1 – Participatory Engagement Strategy (RiEcoLab, 2021)
- Special prize at National Romanian Olympics
- Third place at the National Contest of High school Magazines
- Third place at the School of Strategy in Marketing and Advertising 'Think Strategy' – 6th edition

Driving licence

- B

ADDITIONAL INFORMATION

Conferences 16 – 17 May 2014

International Conference *Understanding Transition – II*, Communication and Public Interest, Faculty of Journalism and Communication Sciences, University of Bucharest

Presentation: *The Media Construction of Identity in Anti-Immigration Discourses: the case of Romanian immigrants in Great Britain*
Bucharest

11 – 12 September 2014

International Conference *Gender and Nationalism: An International Symposium*, Universitatea din Middlesex University, London

Presentation: *The Construction of Identity of Anti-Immigration: the case of discourses about Romanian immigrants in the British press*
London

23 – 24 October 2014

International Conference *Media and the Public Sphere. Evaluating Media Ethics in the Digital Era*, National University of Political Science and Public Administration, Bucharest, Romania

Presentation: *The Discursive Construction of Romanian Immigration in the British media: Digitized press vs. Television documentaries*
Bucharest

11 - 13 June 2015

International Conference *European Conference on Social and Behavioral Sciences*, National University of Political Science and Public Administration, Bucharest, Romania

Presentation: *Media Discourses on Nation Branding in Post-Communist Romania: A Social Constructivist Approach*
Bucharest

1-3 July 2015

International Conference *Understanding Transition III – Technique and technology in social and intercultural practices*, Faculty of Journalism and Communication Sciences, University of Bucharest

Presentation: *The visual framing of Romanian migrants in the national press: A social semiotic approach*
Bucharest

23-25 September 2016

International Conference *Qualitative Research in Communication*, National University of Political Science and Public Administration, Bucharest, Romania

Presentation: *"Let's Change the Story!" - Nation Branding and Interactive Media Campaigns on Romanian Migration*

16-18 June 2016

International Conference *Semiosis in Communication: Knowing and Learning*, National University of Political Science and Public Administration, Bucharest, Romania

Presentation: *Nation Branding in Romania After 1989: A Cultural-Semiotic Perspective*

26 – 30 June 2017

13th World Semiotic Congress, *Cross-Inter-Multi-Trans-*, Kaunas, Lithuania

Presentation together with prof. univ. dr. Dumitru Borțun: *Structures of signification in 2017 Romanian Protests : Two perspectives on reality expressed in discursive formulas*

Presentation: *Interactive Media Campaigns on Romanian Migration. A Multi-Modal Perspective*

8 – 9 September 2017

International Conference SMART 2017, Timișoara, Romania

Presentation: *News Discourses on Nation Branding in Post-Communist Romania: Frames and Function Frames.*

4 – 6 October 2017

3rd edition of *Qualitative Research in Communication* International Conference, National University of Political Studies and Public Administration, Bucharest, Romania

Presentation: *"Romanians Adopt Remainians". Interactive Media Campaigns and the Quest for a European Identity*

18 May 2018

Workshop *The Politics and Metaphisic(s) of Diaspora*, New Europe College, Bucharest, Romania

Presentation: *Interactive Media Campaigns in Sending and Receiving Countries: the Case of Romanians Migrating to the UK after Brexit*

14 – 16 June 2018

2nd edition of *Semiosis in Communication: Differences and Similarities* International Conference, National University of Political Studies and Public Administration, Bucharest, Romania

Presentation: *Nation Branding in transition countries. A multimodal analysis of Romania and Moldova tourism campaigns: Differences and similarities*

26 – 28 June 2018

The Migration Conference, Lisbon School of Economics & Management, Lisbon, Portugal

Presentation: *"The new diaspora" and interactive media campaigns: the case of Romanians migrating to the UK after Brexit*

Best Paper Prize in Arts, Media and Migration**11 – 12 October 2018**

6th edition of *Strategica International Conference*, Bucharest, Romania

Presentation: *We Are What We Buy. Consumer Life and User Generated Content in the Age of Social Media*

18 – 20 June 2019

7th edition of *The Migration Conference*, University of Bari, Italy

Presentation: *The discursive construction of transnational migration in Internet memes. "The new diaspora" as a semioscape*

19 – 21 September 2019

PR Trend, Babeş-Bolyai University, Cluj-Napoca, Romania

Presentation: *Nation Branding "as we know it" in the Post-Truth Era. Discourses of Identity and Alterity*

26 – 27 September 2019

4th edition of *Qualitative Research in Communication* International Conference, National University of Political Studies and Public Administration, Bucharest, Romania

Presentation together with Mălina Ciocea and Alexandru Cărlan: *The Communicative Construction of Public Problems: Implications for a Research Agenda*

7-8 May 2020

9th edition of *Redefining Community in Intercultural Context* International Conference, Babeş-Bolyai University, Cluj-Napoca, România

Presentation together with Prof. Univ. Dr. Alina Bârgăoanu: *Branding Romania as a "Tech Country". Nation Branding in Times of Digital Disruption*

20 May 2020

IAI Virtual Conference, International Academic Institute

Presentation: *"Why Aren't More People Talking About This?" Social Media and Nation Branding in Romania*

4-5 June 2020

National Conference of Doctoral and Post-Doctoral Researchers in Social Sciences, University of Oradea

Presentation together with Prof. Univ. Dr. Alina Bârgăoanu: *The Media Construction of Romania as a "Tech Country". Nation Branding in Times of Digital Disruption*

26 - 27 March 2021

ECREA Political Communication Section Interim Conference, "Communicating crises: Political communication in the age of uncertainty", National University of Political Studies and Public Administration, Bucharest, Romania

Presentation together with Mălina Ciocea and Alexandru Cârlan: *"The diaspora's vote": citizen empowerment and transnational ties in mobilization campaigns for 2019 European Parliament elections*

27 - 30 May 2021

3rd edition of the International Conference *Semiosis in Communication: Culture, Communication and Social Change*, National University of Political Studies and Public Administration, Bucharest, Romania

Presentation: *The Unbearable Lightness of the Covid-19 Internet Memes in Romania. A Social-Semiotic Approach*

20 - 24 September 2021

ESDC Course "Strategic Communication in the Context of Security and Defence", Bucharest, Romania

Presentation: *Crisis Communication in the Digital Age: online platforms and resilience to disinformation*

21-22 September 2021

Roundtable "Tackling Anti-NATO/ Anti-Western Disinformation", Bucharest, Romania

Prezentare: *Communication in the Digital Age: online platforms and strategies for countering disinformation*

15-17 June 2022

6th edition of ESTIDIA International Conference, *Dialogue-shared Experiences across Space and Time: Cross-linguistic and Cross-cultural Practices*, Universitatea din Alicante, Spain

Presentation together with Mălina Ciocea and Alexandru Cârlan: *Affective publics and discourses of identity in mobilization campaigns for 2019 European Parliament elections*

23-25 September 2022

3rd edition of Europe in Discourse International Conference, *Tracing Identity through values, history, and borders*, Hellenic American University, Athens, Greece

Presentation together with Mălina Ciocea: *The discursive construction of "the diaspora's vote" in the articulation of the public problem of migration*

28 September - 1 October 2022

Bucharest Aging 2022, ENAS & NANAS joint conference, *Narratives and Counter Narratives of Aging and Old Age: Reflexivity in Aging Studies*, National University of Political Studies and Public Administration, Bucharest, Romania

Presentation together with Mălina Ciocea: *The 'Italian syndrome' and media discourses around Romanian elderly care workers*

Publications

Bârgăoanu, A., **Cheregi, B.F.** (2021). *Artificial Intelligence: The New Tool for Cyber Diplomacy. The Case of the European Union* in Roumate, F., La Rosa, A. *Digital Diplomacy: Challenges and Opportunities*, Springer, [10.1007/978-3-030-68647-5_9](https://doi.org/10.1007/978-3-030-68647-5_9).

Cheregi, B. F., Bârgăoanu, A. (2020). Branding Romania in the Age of Disruption. Technology as a Soft Power Instrument, *Journal of Media Research*, vol. 13, no. 3, pp. 5-30, ISSN 1844-8887, <http://bit.ly/3sgigHG>.

Cheregi, B. F., Bârgăoanu, A. (2020). Branding Romania as a "Tech Country". Nation Branding in Times of Digital Disruption, *Redefining Community in Intercultural Context*, vol. 9, no. 1, pp. 295-303, ISSN 2285-2689.

Ciocea, M., Cârlan, A. I., **Cheregi B.F.** (2019). The Articulation of Public Problems within a Communicative Figuration Approach, *Romanian Journal of Communication and Public Relations*, vol. 3, no. 48, pp. 5-17, DOI: [10.21018/rjcp.2019.3.279](https://doi.org/10.21018/rjcp.2019.3.279).

Cheregi, B. F. (2018). Nation Branding in Transition Countries: A Multimodal Analysis of Romania and Moldova Tourism Campaigns, *Journal of Entrepreneurship, Management and Innovation (JEMI)*, 14(4), 79-104, DOI: [10.7341/20181440](https://doi.org/10.7341/20181440).

Cheregi B. F. (2018). *Consumer Life and User Generated Content in the Age of Social Media*, Management Dynamics in the Knowledge Economy, vol. 6, nr. 2, pp. 285-305, DOI 10.25019/MDKE/6.2.06.

Cheregi, B. F. (2017). *News Discourses on Nation Branding in Post-Communist Romania: Frames and Function Frames*, BRAND. Broad Research in Accounting, Negotiation, and Distribution E-ISSN 2067-8177, vol. 8, nr. 2, pp. 24-40.

Cheregi, B. F. (2017). *Nation Branding in Romania After 1989: A Cultural-Semiotic Perspective*, Revista Română de Comunicare și Relații Publice, vol. 19, nr. 1, (40), pp. 27-49.

Cheregi, B. F., Adi, A. (2015). *The visual framing of Romanian migrants in the national press: A social semiotic approach*, Revista Română de Jurnalism și Comunicare, nr. 2 (48), pp. 12-24.

Cheregi, B. F. (2015). *The Media Construction of Anti-Immigration Positions: The Discourse on the Romanian immigrants in the British Press*, Revista Română de Sociologie, nr. 3-4, pp. 279-298.

Cheregi, B. F. (2015). *The visual framing of Romanian migrants in British television documentaries: A constructivist approach*, Journal of Media Research, vol. 8, nr. 2, pp. 96-114.

Cheregi, B. F. (2015). *The discursive construction of Romanian immigration in the British media: Digitized press vs. Television documentaries*, Revista Română de Comunicare și Relații Publice, vol. 17, no. 2, pp. 53-73.

Cheregi, B. F. (2015). *The Media Construction of Identity in Anti-Immigration Discourses: The Case of Romanian Immigrants in Great Britain*, Revista Română de Jurnalism și Comunicare, nr. 1 (47), pp. 5-21.

Chapters in collective volumes

Fit, C., Panțir C., **Cheregi, B.F.** (2022, to be published). *Marketingul educațional în universitățile din România: un instrument pentru internaționalizarea învățământului superior*, Springer.

Fit, C., Panțir C., **Cheregi, B.F.** (2022). *Romanian universities: The use of educational marketing to strengthen internationalization of higher education*, in *Higher Education in Romania: Overcoming Challenges and Embracing Opportunities*, pp. 169-191, Springer, https://link.springer.com/chapter/10.1007/978-3-030-94496-4_9.

Bărgăoanu, A., **Cheregi, B.F.** (2021). *Artificial Intelligence: The New Tool for Cyber Diplomacy. The Case of the European Union in Roumate*, F., La Rosa, A. *Digital Diplomacy: Challenges and Opportunities*, Springer, [10.1007/978-3-030-68647-5_9](https://doi.org/10.1007/978-3-030-68647-5_9).

Cheregi, B.F. (2020). "The New Diaspora" and Interactive Media Campaigns: the Case of Romanians Migrating to the UK after Brexit, in Mahmutoglu, V., Morán González, J., *Communication of Migration in Media and Arts*, Transnational Press London, ISBN 978-1-912997-65-7, <https://www.tplondon.com/product/migration-media-arts/>.

Cheregi, B. F. (2018). *The Media Framing of Migration in Sending and Receiving Counties: the Case of Romanians Migrating to the UK*, In Mulholland, Jon, Montagna, Nicola, Sanders-McDonagh, Erin. *Gendering Nationalism: Intersections of Nations, Gender and Sexuality in the 21st century*, pp. 259-280, Londra: Palgrave Macmillan, ISBN 978-3-319-76699-7.

Cheregi, B. F. (2017). "Let's Change the Story!" - Nation Branding and Interactive Media Campaigns on Romanian Migration, în Daba-Buzoianu, C., Bîră, M., Duduciuc, A., Tudorie, G., *Inquiring Communication through Qualitative Research*, pp. 20-40, UK: Cambridge Scholars Publishing, ISBN 978-1-4438-9589-7.

Borțun, D., **Cheregi, B. F.** (2017). *Ideological Meaning in the 2017 Romania Protests: Discourses and Counter-Discourses*, pp. 18-23, în Adi, Ana, Lilleker, Daren, *#rezist – Romania' 2017 anti-corruption protests: causes, development and implications*, <http://www.romanianprotests.info/>, doi.org/10.23774/QUAS.RP2017.03.

Book

Cheregi B. F. (2018). *Nation Branding in Post-Communist Romania. A Semiotic Approach*, București: comunicare.ro, ISBN 978-973-711-589-8.