




PERSONAL INFORMATION



Bianca-Florentina Cheregi

-  Bucharest
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-  <https://snsa.academia.edu/BiancaCheregi>
- https://www.researchgate.net/Bianca_Cheregi
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Sex Female | Date of birth 21/03/1988 | Nationality Romanian

JOB APPLIED FOR
POSITION
PREFERRED JOB
STUDIES APPLIED FOR

Education, Research

WORK EXPERIENCE

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

- 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
- Teaching **Ethics in Communication** seminars
- Courses: **Marketing & branding**, first year, MA in Social Media and Online Marketing
- Courses: **Consumer Behavior**, second 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

April 2018

Visiting Assistant lecturer

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 – Present

"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 Political 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

Nivel EQF 8

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**

October 2015 – February 2016

Psycho-pedagogical module (Level 1)

Faculty of Psychology and Education Sciences, University of Bucharest

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

Nivel EQF 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

Nivel EQF 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

Nivel EQF 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

- Cambridge Diploma, FCE, grade C
- 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 Iunie 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

- Publications** Cheregi, Bianca. (2015). *The Media Construction of Identity in Anti-Immigration Discourses: The Case of Romanian Immigrants in Great Britain*, Romanian Journal of Journalism and Communication, no. 1 (47), pp. 5-21.
- Cheregi, Bianca. (2015). *The visual framing of Romanian migrants in British television documentaries: A constructivist approach*, Journal of Media Research, vol. 8, no. 2, pp. 96-114.
- Cheregi, Bianca, Adi, Ana. (2015). *The visual framing of Romanian migrants in the national press: A social semiotic approach*, Romanian Journal of Journalism and Communication, no. 2 (48), pp. 12-24.
- Cheregi, Bianca. (2015). *The Media Construction of Anti-Immigration Positions: The Discourse on the Romanian immigrants in the British Press*, Romanian Journal of Sociology, no. 3-4, pp. 279-298.
- Cheregi, Bianca. (2015). *The discursive construction of Romanian immigration in the British media: Digitized press vs. Television documentaries*, Romanian Journal of Communication and Public Relations, vol. 17, no. 2, pp. 53-73.
- Cheregi, Bianca. (2017). *Nation Branding in Romania After 1989: A Cultural-Semiotic Perspective*, Romanian Journal of Communication and Public Relations, vol. 19, no. 1, (40), pp. 27-49.
- Cheregi, Bianca. (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, no. 2, pp. 24-40.
- Cheregi Bianca. (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.

Chapters in collective volumes

- Borțun, Dumitru, Cheregi, Bianca. (2017). *Ideological Meaning in the 2017 Romania Protests: Discourses and Counter-Discourses*, pp. 18-23, in 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.
- Cheregi, Bianca. (2017). "Let's Change the Story!" - *Nation Branding and Interactive Media Campaigns on Romanian Migration*, in 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.
- Cheregi, Bianca. (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*, London: Palgrave Macmillan, ISBN 978-3-319-76699-7.

Book

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