



Andra Tatiana Enasoiu

WORK EXPERIENCE

09/08/2018 – 06/01/2019 Cluj-Napoca, Romania

ENGLISH TEACHER BRITANNIA

- Taught English to kindergarten children in an engaging way;
- Led after-school activities, including homework help, art, and English classes for kids aged 4-7.

03/01/2019 – 08/10/2019 Cluj-Napoca, Romania

TALENT ACQUISITION & BRANDING INTERN STEELCASE

- Assisted the Talent Acquisition team with recruitment and employer branding;
- Supported the creation of branding materials for internal and external use;
- Helped organize events to attract and engage talent;
- Sourced candidates on LinkedIn and job platforms, reached out to them and scheduled interviews.

01/10/2024 – CURRENT Cluj-Napoca, Romania

TIKTOK CONTENT CREATOR IULIUS MALL

- Create fun and educational TikTok content featuring mall shops: www.tiktok.com/@iuliusmallcluj
- Collaborate with other content creators to produce engaging videos;
- Handle briefing, filming, and editing using Canva and CapCut;

18/10/2019 – CURRENT Cluj-Napoca, Romania

SOCIAL MEDIA SPECIALIST CONCIERGE BEE

- Create engaging social media content (photos + copywriting) for small to mid-sized businesses;
- Manage and schedule clients' posts via SocialBee platform;
- Handle clients' community management across X, Facebook, and Instagram;
- Design graphics and visuals for clients using Canva, Lumen5, InVideo, Photoshop, and InDesign.

10/01/2022 – 01/11/2024 Cluj-Napoca, Romania

EMPLOYER BRANDING SPECIALIST VIKING OFFICE SERVICE CENTER

- Worked within the HR department to enhance employer branding and company culture;
- Organised and coordinated internal and external events;
- Designed and created all branding and visual materials, including flyers, presentations, posters, roll-ups, and banners for all stakeholders;
- Managed Viking Romania social media pages.

01/11/2024 – CURRENT Romania

CONCEPTUAL COPYWRITER VIKING OFFICE SERVICE CENTER

- Switched from Employer Branding Specialist in the same company to this position
- Review and craft compelling copy for all communication channels, including social media, website, brochures, and design materials;
- Write and edit emails, enhance product descriptions, and marketing materials;
- Localise content;
- Collaborate with stakeholders to create impactful content.

● EDUCATION AND TRAINING

01/10/2015 – 10/06/2018 Cluj Napoca, Romania

BACHELOR IN PHILOLOGY Babes Bolyai University - Faculty of Letters

Field of study English - Japanese | **Level in EQF** EQF level 6

01/10/2018 – 10/07/2020 Cluj Napoca, Romania

MASTER IN PHILOLOGY - BRITISH CULTURAL STUDIES Babes Bolyai University - Faculty of Letters

Field of study British Cultural Studies | **Level in EQF** EQF level 7

01/10/2020 – CURRENT Cluj Napoca, Romania

DOCTOR IN CINEMATOGRAPHY AND MEDIA Babes Bolyai University - Faculty of Theatre and Film

Level in EQF EQF level 8

● LANGUAGE SKILLS

Mother tongue(s): **ROMANIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C2	C2	C2
JAPANESE	A1	A1	A1	A1	A1
FRENCH	A2	A2	A2	A2	A2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● SKILLS

Social Media | Adobe illustrator, InDesign, Photoshop | Digital Drawing/ Sketching | knowledge of presentation platforms (PowerPoint, Prezi, Canva) | Tutor skills (teaching English to children) | Writing and drafting scientific articles | Creative writing | Content creation (blog posts, social media content, podcasts) and copywriting | Video editing and video making

● CONFERENCES AND SEMINARS

02/12/2021 – 05/12/2021 Bucharest

ARC UNATC 2021 - Adaptive Storytelling

Transmedia Storytelling, Adaptation, and the Cult Culture

11/11/2021 – 14/11/2021 Las Vegas

PAMLA 118th Annual Conference (Las Vegas, NV) "City of God, City of Destruction"

The Picture of Dorian Gray - Building the Bridge to Contemporaneity

● PUBLICATIONS

2022

[**Brvkenthal. Acta Mvsei Xvii - Brukenthalia. Romanian Cultural History Review No.12**](#)

Outlander. Rewriting and Fictionalizing the History of Scots

Publisher: Muzeului Național Brukenthal

2021

[**Concept - Journal - Fine Arts / Performing Arts**](#)

Transmedia Storytelling, Adaptation and the Cult Culture

● **HONOURS AND AWARDS**

12/10/2014

Cambridge CAE C1 – Cambridge University Press & Assessment

07/08/2014

DELFI B1 – France Education International
