



LAVINIA AMITROAIE

PROFILE

An organized, detail-oriented, and creative fast learner, able to strategize and prioritize effectively to accomplish multiple tasks and stay calm under pressure, while maintaining a positive attitude.

CONTACT

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Bucharest, Romania



EDUCATION

MASTER OF COMMUNICATION CAMPAIGNS IN ADVERTISING AND PR
University of Bucharest | October 2017- ongoing
Romania

ERASMUS+ STUDY ABROAD SCHOLARSHIP IN JOURNALISM
University of Warsaw | October 2016- February 2017
Poland

BACHELOR IN JOURNALISM
University of Bucharest | October 2014- July 2017
Romania



EXPERIENCE

NEWS REPORTING INTERN

Realitatea TV | July - August 2016

Realitatea TV is a national television post which specializes in news gathering & reporting in all kinds of areas, like social, economic and politic ones.

My activities included:

- verifying & researching information for articles
- news writing for the national television's official website

RESEARCH AND DEVELOPMENT EXECUTIVE

BOS Romania | November 2014 - June 2016

BOS (Business Organization for Students) is an NGO which organizes events for students, like workshops and trainings, regarding subjects such as advertising, marketing, entrepreneurship, IT.

My activities included:

- Planning and directing all aspects of the organization's research and development policies, objectives, and initiatives.
- Conducting quantitative and qualitative research to determine the themes of our events, by organizing focus-groups in local universities to see what students would be interested in and writing questionnaires.
- Using the results for seeking insights and developing our campaigns.
- Analysis of our competition, progress, and our public's feedback
- Speakers and locations research



LEISURE

- Former theater club member, currently enjoying my free time attending plays
- Linguistic enthusiast, attending Spanish and Polish courses
- Worked as a bartender in a beach bar to learn new skills and meet new people
- Enjoy travelling and learning about other cultures and traditions



EXPERIENCE (CONTINUED)

CLIENT SERVICE INTERN

Geometry Global | March - May 2015

Geometry Global is the world's largest and most international brand activation and shopper marketing agency, with expertise in physical retail, eCommerce, experiential, branding & design and consultancy.

My activities included:

- Job shadowing by getting a close-up look at the day to day operations of the client servicing department
- Performed most of the basic operations, like verifying that the digital ads match the requests of the clients and communicating to the creative department what modifications need to be made

TV REPORTER

Mangalia TV | June - September 2013

Mangalia TV is the former local television in my hometown, based on news reporting about local events.

My activities included:

- Preparing and presenting material for both on-air and prerecorded materials
- Writing articles for the official site of the local television



SKILLS

Strong communication



Organization and prioritisation



Research



Creativity



Analytical thinking, planning



Problem solving



Accuracy and attention to detail



Tolerant and flexible

