

AD

ALEXANDRA DRAGOMIR

COMMUNICATION SPECIALIST

EXPERIENCE

EXPERT COORDINATOR - PRIVATE SECTOR • MINISTRY OF CULTURE • STRATEGIC AND COHERENT VISION FOR THE CULTURAL SECTOR • CULTURAL STRATEGY FOR ROMANIA 2023 – 2030

- writing and developing a coherent and modern cultural strategy for Romania, considering the needs and development of the private/entrepreneurial cultural sector
- monitoring and overseeing analysis and information offered programme partner
- writing and developing, along with other experts, public policies for the Romanian cultural sector

SKILLS

- Research
- Communication
- Team-player
- Team coordination and management
- Highly adaptable to new people and environments

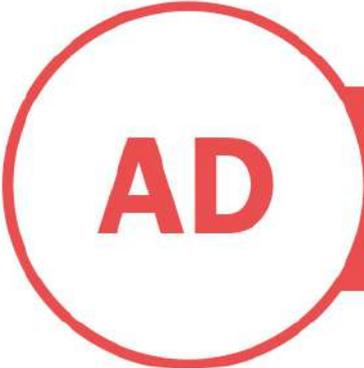
PROJECT EVALUATOR • MINISTRY OF CULTURE • RO-CULTURA FUNDING PROGRAMME

- evaluating and grading projects according to evaluation grid and programme standards
- evaluating projects for both Call 06 – *Cultural entrepreneurship enhanced and larger audience developed* and Call 07 – *Roma cultural initiatives developed*
- offering feedback and recommendations for applicants as part of the cultural and artistic evaluation process

CONFERENCE PROGRAMMING – EAST EUROPEAN MUSIC CONFERENCE, SIBIU, 2021

- creating key-note topics for conference thematic
- developing and supervising conference panels and guest list
- monitoring panel and discussion recordings

PROJECT EVALUATOR • ARCUB • BUCHAREST, OPEN CITY FUNDING OPPORTUNITIES 2021



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IT SKILLS

- Web 2.0
- Social networks
- AdWords (beginner)
- InDesign (beginner)
- Competent user of Microsoft Office

LANGUAGES

- English (proficient)
- Spanish (intermediate)
- French (beginner)
- Greek (beginner)
- Romanian (native)

- Evaluating and grading projects according to evaluation grid and funding authority's recommendations and standards
- Offering feedback and recommendations for both financing authority and funding applicants

PROJECT EVALUATOR • AFCN • 2ND SESSION 2021

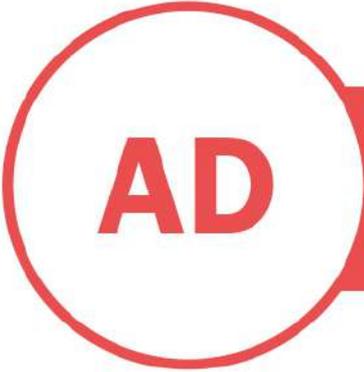
- Evaluating and grading projects according to evaluation grid and funding authority's recommendations and standards
- Offering feedback and recommendations for both financing authority and funding applicants

EUROPEAN UNION NON – REFUNDABLE GRANTS & NATIONAL GRANTS PROJECT EDITOR • ARTMANIA EVENTS 2020 – 2021

- Creating and writing projects for EU cultural non-refundable grants: *Musical bridges through cultural entrepreneurship (RO-Cultura 2020)* alongside ARTmania Events core team
- Creating and writing projects for national grants
- Developing winning projects for national grants: Romanian music export: *The Romanian Music Industry, post pandemic (2021)*; Romanian Music Export: live edition (*Sibiu, 2021*); Sibiu – Festival City – East European Music Conference Summer Camp (*Sibiu 2021*)

CONFERENCE PROGRAMMING & PRODUCTION • ROMANIAN MUSIC EXPORT 2021

- creating and contacting guest speaker list
- developing key-note conference topics
- on-site production of live conference, in coordination with conference director and film & editing crew
- web-site content editing and management
- management of off-site recorded panels production



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SOFT SKILLS

- Culturally sensitive
- Good organizer
- Work integrity

HOBBIES

- Fitness enthusiast
- Cooking and foreign cuisines

ARTIST AND MEDIA COORDINATOR • ARTMANIA & BLAJALIVE FESTIVAL • AUG 2013 – PRESENT DAY

- **Backstage & hospitality manager:** managing communication between band, festival representatives and festival staff
- coordinating a team of catering, backstage and festival representatives for the bands for all stages;
- festival representative for guest bands
- coordinating press conferences and photo ops, interviews, coordinating security teams with band staff and schedule

ACCESS MANAGER • SUMMER WELL FESTIVAL 2018 – 2021

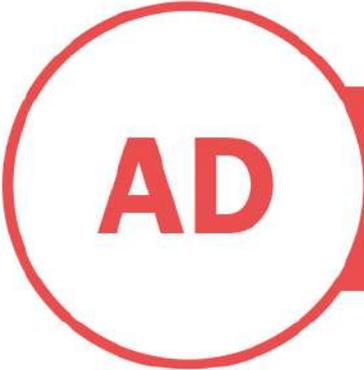
- coordinating secondary access point
- coordinating ticket to wristband exchange at official exchange point of Summer Well Festival
- coordination volunteer team at exchange point and secondary access point

ACCESS MANAGER • AWAKE FESTIVAL 2019

- managing access process and public flow
- coordinating the access teams with security and local force authorities
- creating and managing schedule of access teams for all festival and camping access points

ACCESS MANAGER • CRAFTBEER FESTIVAL 2019, BURGERFEST 2019 AND WHISKY FEST 2019

- creating and managing team schedule for access point
- managing accreditation process
- supervising ticket sales and overall cash flow process at access point
- reporting final ticket sales, cash and card transactions



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OTHER SKILLS & COURSES

- Accredited national Tour Guide
- Project evaluation expert – nonrefundable EU funds

BACKSTAGE COORDINATOR • AWAKE FESTIVAL 2018, CRAFTBEER FESTIVAL 2018 AND BURGERFEST 2018

- Backstage & hospitality manager: managing communication between band, festival representatives and festival staff
- coordinating a team of catering, backstage and festival representatives for the bands for all stages;
- coordinating press conferences and photo ops, interviews, coordinating security teams with band staff and schedule;

EDITOR IN CHIEF • URBAN.RO • NOV 2016 – JAN 2018

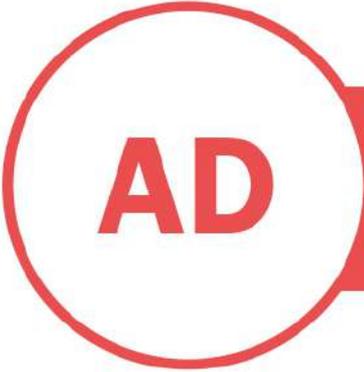
- Coordinating editorial team
- Developing and implementing long term strategy for traffic increase and brand awareness
- News editor and social media manager

JUNIOR PR • ARTMANIA EVENTS • JUNE 2010 – AUG 2014

- drafting press releases for ARTmania Events (ARTmania Festival Sibiu 2010 and 2013, Paul Gilbert, Anathema, Eitetsu Hayashi, Yann Tiersen)
- writing texts for the **ARTmania Festival brochures and official communications**, translating texts to/from English from/to Romanian, writing artists' presentations, under direct supervision of communication manager
- web-content editor for site and official blog
- creating and developing flash web banners for event partners

EDITOR • URBAN.RO • OCT 2011 – JAN 2018

- music news editor, conducting interviews, writing concert and album reviews
- in-depth documentation about various artists for articles related to their album/single sales, overall career



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- posting and keeping an up-to date Facebook page for Urban.ro, with consideration to shares, likes, organic growth and overall reach

PR SPECIALIST • CASIA COMMUNICATIONS • SEPT 2008 – MARCH 2009

- overall communication for the agency
- campaigns and contracts monitoring
- database coordinator and contacting prospective clients

EDITOR • RADIOLYNX • NOV 2007 – OCTOBER 2011

- overall communication for the agency
- campaigns and contracts monitoring

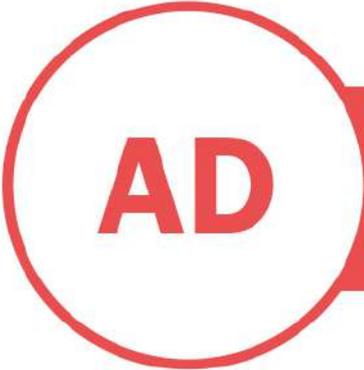
EDUCATION

MBA IN PHILOSOPHY • JUNE 2011 • FACULTY OF PHILOSOPHY

Courses have included studies in cultural development, ethics, philosophical ideas and introduction to arts.

ERASMUS MOBILITY • 2011 • UNIVERSITE PIERRE MENDES FRANCE

Focus on art studies and ancient philosophies, with examinations taken in both French and English.



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BA IN COMMUNICATION STUDIES • 2009 • SPIRU HARET UNIVERSITY

Journalism and communication specific courses, including public relations, advertising techniques, mass-media techniques.

BA IN PHILOSOPHY • 2009 • SPIRU HARET UNIVERSITY

Development of thorough analytical skills through logic and analytics courses while grasping a better understanding of cultures and religions thanks to classes in history of religion or ancient philosophy.

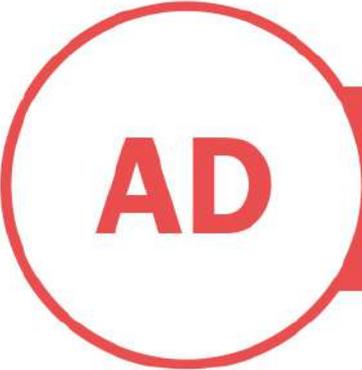
VOLUNTEER EXPERIENCE OR LEADERSHIP

CONTENT MANAGER • JUNE – AUGUST 2021 • METAL FESTIVAL ALLIANCE ONLINE FESTIVAL

- coordinating participating international festivals in drafting, sending and uploading concert and other necessary materials on the official Metal Festival Alliance webpage
- coordinating with the management team in delivery such material in timely fashion
- coordinating the ARTMania Festival team for drafting, filming and editing 3 online concerts with 3 different artists necessary for the festival's presence at the Metal Festival Alliance Festival

PR • MONARCHY BAND • FEB 2012 – MARCH 2013

- writing and sending press releases to local press, editing international standard press kit
- managing existing disagreements between band and local press
- writing and developing short and **long-term communication strategy** for the band



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PRESS OFFICE VOLUNTEER • PENINSULA FESTIVAL • JULY 2007

- Web content editor
- Writing press releases for the Romanian speaking press