Sabina Boboc
Communication & PR Specialist

Work Experience

Junior Communication & PR Specialist
DIGITALES is a digital PR agency with a strong focus on the tech industry.
Clients: SensiX, Ametras, enovatika, Cleara, JB Dev, Strive Industries.
September 2021 - Currently

Communication & PR Specialist
Nod Verde is the first FOOD HUB in northern Transylvania. An online store where you can order local products at home.
October 2021 - Currently

Communication & PR Specialist
Bio Leader - Selected fine taste bee products. Natural honey & pollen. Crafted with love for nature in Someș Valley.
July 2022 - Currently

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Attributions

- **Strategy and planning**: Established strategy, created editorial calendars and social media campaigns;

- **Copywriting**: Wrote social media posts, created newsletters and blogposts, took part in the process of creating a website;

- **Implementation**: Scheduled social media posts, boosted Facebook posts.

- **Naming**: Collaborated in the process of naming, helped with the prior Q&A and the naming process per se (name proposals and information - inspiration, impact, logo ideas, future uses of the name).

- **Project management**: Created reports in order to see the results of the social media campaigns, answered social media messages, scheduled meetings, participated at meetings, took meeting notes, created and organised documents, folders and drives, setting up a CRM;

- **Integration**: Coordinate the process of creating the Roadmap Review for the DIGITALES clients;

- **Research**: Created sales index, e-mail database, competitors analysis and schedules, reviewed businesses, brands, websites.

Used tools: - CRM: HubSpot;
- Project Management tools: Slack, Trello, Notion, Calendly;
- editing apps (basic features): Photoshop, Canva.

Education History

Master of Law, International and Comparative Business Law
Thesis: SOCIAL MEDIA AND THE BOARD OF DIRECTORS
- The thesis is analysing the impact of Social Media on the decisions of the Board of Directors and how it generally affects the companies even if we are talking about the image of the company or the financial results.
Institution: UBB Cluj-Napoca
Year of Graduation: 2021

Bachelor of Law
Institution: UBB Cluj-Napoca
Year of Graduation: 2020
1st Place, 2018 National Moot Court Competition Human Rights, Sibiu;
- part of Seminars & Conferences department, ELSA Cluj-Napoca.

Traineeships and Volunteer Work

Trainee
NTT Data
May 2021 to June 2021
Part of Legal department - cyber security and corporate law.

Trainee
Chiriță și Asociații
November *2018 to December 2018*
Part of Criminal law department.

Trainee
Local Council Târgu Frumos
~~November 2018 to December~~ 2018
Part of Administrative law department.

Trainee
Mariana Buta and Nicoleta Iorga Notary Office
November 2016 to December 2016
Part of Civil law department.

Volunteer
A.S.I.R.Y.S.
January 2011 to January 2019
Youth association specialised in Erasmus mobilities.

Volunteer
Smida Jazz Festival
October 2016 to January 2020
Check-in area.*

Volunteer
Beard Brothers
March 2017 to January 2019
Part of Volunteer Crew by Beard Brothers.

Volunteer
Erasmus Student Network
October 2017 to September 2020
Part of Human Resources and Event Planning departments.

*From 2020 onward I worked as the coordinator of the Check-in department.

Projects

nEU
Location: Krzyzowa, Poland
February 2020
Training course on European politics.

EUROPE+CY
Location: Agros, Cyprus
July 2017
Youth exchange on discrimination.

Set up your social enterprise
Location: Târgu Frumos, România
July 2016
Youth exchange on legal steps to set up a new social enterprise.

Eco-Active in the city
Location: Krzyzowa, Poland
May 2015
Mobility of youth workers on models of ecology and sustainability.

Language Skills

English
Speaking: C - Advanced
Reading / Writing: C - Advanced

French
Speaking: B - Intermediate
Reading / Writing: B - Intermediate