



TĂNASE TASEU

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🌐 **Website:** www.pluscommunication.eu

ABOUT ME

1. I am a lecturer at the Faculty of Law and Administrative Sciences of the Ovidius University in Constanta, where I also serve as the ERASMUS coordinator for the faculty. My educational background includes a bachelor's, master's, and doctoral degree in Communication Sciences, complemented by a master's degree in European Administration, Institutions, and Public Policies.
2. Throughout my career, I have contributed to the academic community by publishing over 100 scientific papers in international journals and authoring 4 books in the field of institutional communication through social media and public policy strategies. My expertise extends beyond academia, as I am also the director of two international public relations companies: Plus Communication and International Communication & PR.
3. In my capacity as a director, I have coordinated marketing, advertising, and public relations campaigns for numerous reputable multinational companies. This blend of academic and professional experience allows me to bring a unique perspective to my work and has equipped me with the skills and knowledge to excel in various fields of communication and administration.

WORK EXPERIENCE

Lecturer

Ovidius University of Constanta - Faculty of Law and Administrative Sciences [01/02/2022 – Current]

City: Constanta

Country: Romania

1. As a university lecturer, I teach the following subjects: Communication in Public Administration, Public Relations, Communication in Public Institutions, Organizational Communication, Modern Communication Techniques, Public Strategies and Policies, Office Information Infrastructures, Personal Data Protection, Electronic Document Management, and more.
2. Additionally, I am the departmental coordinator for ERASMUS+ programs, a member of the Committee for International Relations and Foreign Students, a member of the Committee for Image, Communication, and Social Issues of Students, and a member of the Committee for the Administration of the Faculty's Assets and Heritage.

Business Administrator

Plus Communication Consulting SRL [01/02/2014 – Current]

Address: Constanta (Romania)

1. Managed relationships with local, national, and international media outlets, including press communication elaboration and transmission, as well as organizing press conferences
2. Developed online promotion strategies and optimized online communication through Social Media and web traffic analysis



3. Coordinated press relations for more than 200 national and international organizations, companies, and individuals resulting in over 30,000 articles and radio-TV news coverage, as well as over 100,000 social media mentions
4. Secured specialized article and press release publications from major media institutions such as ProTV, Antena 1, Antena 3, Prima TV, Realitatea TV, TVR1, TVR2, Digi24, B1TV, Kanal D, Romania TV, Libertatea, Gandul, Click! Sanatate, Mediafax, Jurnalul National, Evenimentul Zilei, Romania Libera, Adevarul, Hotnews, and Radio Romania Actualitati - <http://www.pluscommunication.eu/portofoliu>
5. Received nominations at multiple galas including the "Ten People of Value for Constanta" Gala in 2014, 2015, and 2016, the "People for People" Gala in 2015, and the Civil Society Gala in 2016 for exceptional work
6. Coordinated communication campaigns for the Association "Save a heart," raising over 6,000,000 Euros and saving over 300 children with serious malformations.

Business Administrator

International Communication and PR [01/08/2021 – Current]

City: Constanta

Country: Romania

1. As an experienced professional in the field of communications, marketing, and public relations, I have had the opportunity to coordinate and lead the development of effective strategies for foreign companies operating in various industries. Through my work, I have demonstrated my ability to identify key target audiences, craft compelling messaging, and implement successful campaigns that drive brand awareness and growth.
2. In addition to my work in corporate communications, I am also deeply involved in the management of two scientific journals, Technium Social Sciences and Eximia Journal. As the editor-in-chief of both publications, I oversee the entire editorial process, from content creation and review to layout and publication. I work closely with authors, reviewers, and other stakeholders to ensure that our publications maintain high standards of quality and relevance in their respective fields.
3. Overall, my experience in both corporate communications and scientific publishing has equipped me with a diverse set of skills and a unique perspective that I believe would be valuable to any organization looking to elevate its brand and achieve its strategic goals.

Assistant Professor, PhD.

Ovidius University of Constanta - Faculty of Law and Administrative Sciences [01/10/2016 – 01/02/2022]

Address: Constanta (Romania)

I have conducted teaching activities in the following areas:

1. Public Relations
2. Organizational Communication
3. Modern Communication Techniques
4. Institutional Protocol
5. Entrepreneurial Behavior and Culture
6. Business Correspondence
7. Language and Communication
8. Information Infrastructure for the Office
9. Electronic Document Management

Assistant Professor, PhD. Student

"Andrei Saguna" University of Constanta [01/10/2010 – 01/07/2013]

Address: Constanta (Romania)

City: Constanta



Country: Romania

1. As a seasoned public relations specialist with expertise in media relations, event planning, and radio/TV appearances, I have a proven track record of success in promoting individuals, organizations, and educational institutions.
2. In addition to my work in PR, I am also an experienced educator with a passion for developing and delivering high-quality courses in a range of disciplines, including political journalism, online journalism, multimedia, and public relations and advertising. I have served as a member of the Council of the Department of Socio-Human Sciences and as a tutor for the specialized practice undertaken by journalism students. Additionally, I have contributed to the development and evaluation of course materials, as well as participated in examination committees.
3. As the editor-in-chief of the online newspaper of "Andrei Saguna" University, I have led the creation of compelling and informative content that promotes the university's image and educational offerings to a wider audience. I have also participated in campaigns aimed at raising awareness of the university among high school students.
4. Beyond my work in education and PR, I have also been responsible for optimizing institutional communication by developing relevant materials and presenting opportunities for improving teaching staff and engaging in scientific activities. As the Scientific Secretary of the license exams, I have demonstrated my ability to oversee complex processes and ensure their successful completion.
5. Overall, my diverse range of experiences and skills make me a valuable asset to any organization seeking to improve its communication, education, and stakeholder engagement efforts.

EDUCATION AND TRAINING

PhD. in Communication Sciences

University of Bucharest - Faculty of Journalism and Communication Sciences [23/09/2011 – 22/09/2014]

Address: Bucharest (Romania)

1. Head of promotion
2. Published PhD thesis - Tasente Tanase, Political communication through Social Media and online public reactions, University Publishing House, Bucharest, 2014, ISBN 978-606-28-0092-5
3. http://www.editurauniversitara.ro/carte/sociologie_si_stiintele_comunicarii-76/comunicarea_politica_prin_social_media_si_reactiile_publicului_online/10992

Master in Administrative Sciences (European Administration. Institutions and public policies)

"Ovidius" University of Constanta - Faculty of Law and Administrative Sciences [01/10/2009 – 27/07/2011]

Address: Constanta (Romania)

Dissertation paper: "The tax system in Romania and in the European Union. Comparative study" (2011)

Master in Communication Sciences (Media Communication, Public Opinion and Information Management)

"Andrei Saguna" University of Constanta [01/10/2008 – 25/07/2010]

Address: Constanta (Romania)

Dissertation paper: Organizational communication. Social Responsibility Campaigns - Cosmote Romania (2010) - head of promotion

Bachelor Degree in Communication Sciences (specialization Journalism)

"Andrei Saguna" University of Constanta [01/10/2005 – 25/07/2008]

Address: Constanta (Romania)

1. Bachelor: "The impact of computer technology on the print media. Case study: Hotnews.ro" (2008)



LANGUAGE SKILLS

Mother tongue(s): **Romanian**

Other language(s):

English

LISTENING C2 READING C2 WRITING C1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C2

Greek

LISTENING B1 READING B1 WRITING A2

SPOKEN PRODUCTION B1 SPOKEN INTERACTION B2

DIGITAL SKILLS

Adobe (Adobe Photoshop, Adobe Illustrator, Adobe / Corel Draw Graphics (Corel Draw, Corel Photo Paint) / Microsoft: Microsoft Word, Microsoft PowerPoint, Microsoft Outlook, Microsoft Teams / Online Survey Tools (LimeSurvey, SurveyMonkey) / IBM SPSS - IBM Analytics / Frameworks: Microsoft Office, GAMS, ARENA, RStudio

PUBLICATIONS

Books

[2023]

1. Tănase Taseuțe, Ciacu Nicoleta, *Jurnalismul și comunicarea în epoca Noilor Media*, Editura Universitară, București, 2014
2. Tănase Taseuțe, *Comunicarea politică prin Social Media și reacțiile publicului online*, Editura Universitară, București, 2014
3. Tănase Taseuțe, *Social Media și Comunicarea politică personalizată*, Editura Universitară, București, 2019
4. Nina Stănescu, Mihaela Rus, Tănase Taseuțe (coordonatori volum), *Strategii și politici publice privind sistemul serviciilor de Asistență Socială în România. Studii de caz*, Editura Universitară, București, 2022

Articles

[2023]

Google Scholar Profile: <https://scholar.google.com/citations?user=EBcuQDma2XoC&hl=ro>

Orcid: <https://orcid.org/0000-0002-3164-5894>

DRIVING LICENCE

Driving Licence: B

HONOURS AND AWARDS

Honours and awards

Nominated at the following Gala of Excellence

- "Ten People of Value for Constanta" Gala - the Mass-Media section, 2014 and 2015 editions
- the Society Development section, 2016 edition, at the "People for People" Gala, the 2015 edition
- the Civil Society Gala 2016 (with the international project "Save a heart").

Diploma of excellence in research

Ovidius University of Constanta [21/04/2021]

CITATIONS

Citations

1. <https://scholar.google.com/citations?user=EBcuQDma2XoC&hl=ro>



PROJECTS

Project: Consolidation and expansion of the activities of the Student Entrepreneurial Society Ovidius Innovation Center - OICSAS

[01/10/2018 – Current]

As an Education Expert/Coordinator of Student Entrepreneurship Projects, I was responsible for the consolidation and expansion of the activities of the Ovidius Innovation Center - OICSAS, a student entrepreneurship society. My role focused on supporting the society's activities within universities and promoting innovation and collaboration among students and young researchers. Through the project's objectives, I aimed to foster a mindset that encourages creativity and success through innovation and collaboration.

ROSE project - Grant Agreement No. 106/SGU/CI/II

[01/01/2018 – 01/01/2020]

I worked as a tutor in the ROSE project - Grant Agreement No. 106/SGU/CI/II dated 18.12.2018, from 2018 to 2020, coordinating the activity within the Faculty of Law and Administrative Sciences at Ovidius University in Constanta.

The project is aimed at first-year students, especially those at risk of dropping out, and is funded by the World Bank, headquartered in Washington D.C. - USA, through the External Financing Project Management Unit (UMPFE) of the Ministry of National Education (MEN). The main activities of the project are counseling and tutoring.

Regarding counseling activities, they are addressed to all first-year students from all faculties within UOC, especially targeting students who fall into the at-risk category (direct target group), but other first-year students can also participate (secondary target group). The activities will be supported by teaching staff from the Faculty of Psychology and Educational Sciences.

As part of the project, I organized several workshops on Professional Development Opportunities and the ERASMUS+ program.

During the Professional Development Opportunities workshops, together with the targeted guests, we established to discuss and develop mainly the following aspects:

1. Presentation of the experience and professional trajectory of present graduates.
2. Professional development opportunities in the field of local and central public administration.
3. Presentation of good practices in policy development.
4. Correlating theoretical and practical knowledge with the chosen study program.
5. Insertion into the job market upon completion of studies.

During the ERASMUS+ program workshops that will be organized, together with the targeted guests, we established to discuss and develop mainly the following aspects:

1. Presentation and interactive discussions regarding the Erasmus student status, from the perspective of opportunities and advantages of benefiting from a study or internship scholarship.
2. Presentation of study and internship mobilities within the Erasmus+ program (advantages, destinations, usefulness, expectations) to increase appetite for submitting a candidacy.
3. Presentation of the conditions for obtaining a scholarship within the program, preparation of the candidacy file, organizational details, information regarding the selection interview.
4. Presentation of mobilities carried out by some faculty students as an exemplification and clarification of some aspects related to situations of good practice.

CNFIS-FDI-2021-0384 project - "Practice base for active and healthy student life at UOC in the context of the pandemic generated by the SAR-COV-2 virus (ACTIV-DIGI-SAN@UOC)

[01/05/2021 – 10/12/2021]

1. As an Education Digital Expert in the CNFIS-FDI-2021-0384 project - "Practice base for active and healthy student life at UOC in the context of the pandemic generated by the SAR-COV-2 virus (ACTIV-DIGI-SAN@UOC)", I played an instrumental role in the development and implementation of digital tools that were tailored to the curriculum of the 16 faculties at the University of Ovidius in Constanta.
2. As part of this project, the university created a student questionnaire entitled "Transformation and Digital Competencies," which aimed to take advantage of the opportunities presented by digital transformation in



the 21st century. In light of the COVID-19 pandemic, this project became even more critical in helping students maintain an active and healthy lifestyle while studying remotely.

3. Through my work as an Education Digital Expert, I was able to contribute to the university's efforts to leverage technology and digital tools for progress and innovation

CNFIS-FDI-2021-0403 project "Φ-student! Developing UOC action tools to increase access to education and align educational offerings with the job market"

[10/05/2021 – 17/12/2021]

1. I worked as a Communication and Marketing Expert in the CNFIS-FDI-2021-0403 project "Φ-student! Developing UOC action tools to increase access to education and align educational offerings with the job market" in Domain 1: Increasing social equity, promoting social inclusion and increasing access to higher education, aligning educational offerings with the demands of the job market (including career counseling and guidance).
2. The project took place from May 10th to December 17th, 2021, with the aim of improving the institutional framework for quality services, by stimulating informed decision-making regarding the choice or continuation of university studies, using promotion, guidance, and professional counseling services, as well as increasing graduates' employability through career counseling services and facilitating relationships with employers.

European Journalism Observatory (Romanian team)

[01/11/2011 – 06/06/2013]

1. As Web Editor, I contribute to the development and publication of media analysis articles focused on the Romanian media landscape for the online platform <http://www.ro.ejo-online.eu>. Through this work, I have honed my skills in conducting research, analyzing media trends, and synthesizing complex information into accessible and informative pieces.
2. In addition to my editorial contributions, I also play a key role in promoting the EJO network through various social media channels, including Facebook, Twitter, and blogs. Through regular posts and engagement with our followers, I help to increase awareness of the network and its mission, as well as facilitate dialogue and knowledge-sharing among members and other stakeholders.

European project "Continuous Training of Teachers of Mathematics and Economic Sciences in the Knowledge Society"

[01/01/2011 – 01/06/2013]

1. As a Marketing Officer for the European project "Continuous Training of Teachers of Mathematics and Economic Sciences in the Knowledge Society," funded by POSDRU 87/1.3/S/62587, I have played a key role in promoting lifelong learning and supporting the professional development of teachers in the field.
2. My contributions to the project include the development of a communication program, promotion of the importance of continuous learning, creation of the project website, distribution of press releases, organization of project events, and designing promotional materials.
3. The project aims to redefine the role of teachers in contemporary society and adapt to the changing social characteristics of the teaching profession by providing ongoing professional development opportunities. As a result, teachers in the field of mathematics and economic sciences will be equipped with the necessary informational and methodological resources to achieve their professional goals, including assimilating and applying new scientific and pedagogical knowledge, adapting to changing professional contexts through innovative approaches, and developing interdisciplinary curricular initiatives.