



# Alexandra Dinu

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## ABOUT MYSELF

Transforming challenges into successes with strategic leadership

Forbes 30 under 30 | United Nations - Youth Country Representative | Cybersecurity and Policy Specialist

## WORK EXPERIENCE

01/11/2023 – CURRENT Bucharest, Romania

**CYBERSECURITY EXPERT - POLICIES AND COOPERATION** THE ROMANIAN NATIONAL DIRECTORATE OF CYBERSECURITY

Interinstitutional Cooperation  
Bilateral Cooperation

01/10/2018 – CURRENT Bucharest, Romania

**ASSOCIATE PROFESSOR** BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

Economics, Marketing and Tourism

04/2021 – 04/2023 Bucharest, Romania

**ECONOMIST RESEARCH ASSISTANT IN MANAGEMENT** BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

Elaboration of Specific Documents  
Compliance with the objective calendar and the reporting period  
Research Effects of Entropy on Economic phenomena

2019 – 2021 Bucharest, Romania

**ECONOMIST RESEARCH ASSISTANT IN MARKETING** BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

Neural Networks Research, Semantic Studies, Informational Programs for Natural Language Processing

2018 – 2020

**MONITORING EXPERT** BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

Monitoring the implementation of EU financed projects  
Elaboration of documentation  
Document verification and implementation  
Elaboration of periodic reports

2017 – 2019 Bucharest, Romania

**ADMINISTRATOR, CO-FOUNDER** NUCLEUS TECHNOLOGIES SRL

Creating and developing business and marketing campaigns and strategies;  
Company business monitoring and project management.  
Financial monitoring  
Business Project Development – Clark - Smart Glasses for Industry 4.0

2014 – 2018 Bucharest, Romania

**ADMINISTRATOR / FOUNDER** ROMANIAN DREAM GUIDE

Project application and preparation of legal documents  
Project implementation.  
Verification and compliance with indicators

Verification and compliance with conditions both in terms of implementation and in terms of sustainability and post-sustainability.

2014 – 2018 Bucharest, Romania

**ASSOCIATE RESEARCHER - SECURITY STUDIES AND PR** ISEE – INSTITUTE FOR THE STUDY OF EXTREME EVENTS AND BLACK SWANS

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Research, news analysis and article writing in the field of security  
Social Media Manager, Event Manager

2016 – 2017 Constanta, Romania

**ECONOMIST** IMP EXPERT BUSINESS

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Creating and developing business and marketing campaigns and strategies;  
Creating specific documentation regarding the economic situation of the business

2014 – 2017 Bucharest, Romania

**ADVISOR/ EXPERT/ INSPECTOR/ REFERENT/ ECONOMIST IN COMMERCE AND MARKETING AND EVENT MANAGER** ROMANIAN TREASURES TRAVEL SRL

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Commerce and Marketing  
Elaboration of Specific Documents  
Elaboration of the company's strategy  
Elaboration of the marketing and sales policy

## ● VOLUNTEERING

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2010 – 2016 Bucharest - UN Youth Association in Romania

**Marketing and PR Department Manager; Speech Writer**

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Public Relations, Graphic design, Event Organizer, Speech Writer

2008 – 2010 National Antidrug Agency (Constanta)

**Event Organizer and Volunteer**

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Conducting public information campaigns on the dangers of drug use.  
Organizing awareness balls for youth - (Zero Budget)

2007 – 2008 Red Cross Constanta

**First aid Volunteer**

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Participating in courses; graduation and certification in first aid;  
Participation in first aid campaigns

## ● PROJECTS

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12/2023 – 12/2024

**COP 28 Delegate**

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Delegate for COP28 in Dubai, United Arab Emirates

The **2023 United Nations Climate Change Conference** or **Conference of the Parties of the UNFCCC**, more commonly referred to as **COP28** has been held annually since the first climate agreement in 1992. The conference is used by governments to agree on policies to limit global temperatures rises and adapt to impacts associated with climate.

03/2023 – CURRENT

**Associate Expert**

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Associate Expert for New Strategy Center

**Link** <https://www.newstrategycenter.ro/experts/>

11/2022 – 12/2022

**COP27 Delegate**

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Delegate for COP27 in Sharm el-Sheikh, Egypt.

The **2022 United Nations Climate Change Conference** or **Conference of the Parties of the UNFCCC**, more commonly referred to as **COP27** has been held annually since the first climate agreement in 1992. The conference is used by governments to agree on policies to limit global temperatures rises and adapt to impacts associated with climate.

2020 – 2021

### **Shield**

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Administrator, Marketing Developer, PR

Development of the Shield project – Application for detecting fake news by analyzing natural language

**Link** <https://op.europa.eu/en/web/eudatathon/2020-edition>

2021

### **UEFA EURO 2020 Ceremonies Coordinator**

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2010 – 2016

### **Model UN**

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Member of the Organizing Staff for the BISMUN Conference 2010 -2016 (UN Simulation)

2016

### **Event manager "Night in Bran Castle" – Airbnb and Bran Castle partners**

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Event was broadcasted in 115 countries

88.000 applications from all around the world

estimated price of free publicity off of the event - 2 million dollars

2015

### **Dracula Festival**

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Event meant to promote Romania abroad by attracting tourists with something they know about Romania, and teaching them the real history of Vlad Tepes.

The event gathered 11.000 visitors at its first edition, making it the second largest medieval festival in Romania.

2014

### **25 years since the fall of communism in Central and Eastern Europe: looking back, looking ahead**

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Member of the organizing team

## **● EDUCATION AND TRAINING**

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2016 – 2018

**MASTER DEGREE** UNESCO Chair for intercultural and interreligious exchanges Section - Intercultural Management

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Competences in Intercultural Management, Human Resources Management, Administration

Business and Negotiation.

Human Resources Management in the International Field, International Marketing, Strategic Management, Business Administration in the International Environment, Negotiation and Communication.

2013 – 2016 Bucharest, Romania

**MASTER DEGREE** Department of International Relations – Specialization Politics and European Economy SNSPA

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Skills in the management of organizations, international law and tax policies.

World Economy, Regional Economy, Introduction to Organization Management, Public International Law, Tax Policies

2010 – 2013 Bucharest, Romania

**BACHELOR OF ARTS** Faculty of Political Science (English Section) - University of Bucharest

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Economics, Sociology, International, Institutional and Organizational Governance, Political Economy of International Trade, International Law

**Field of study** Political Science

2011 – 2014 Bucharest, Romania

**BACHELOR OF ARTS** Faculty of Administration and Business (Marketing Department) - University of Bucharest

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Business Law, Business Administration, Marketing of Small and Medium Businesses  
Skills in business administration, business marketing, business law, statistics

## ● **SOCIAL & POLITICAL ACTIVITIES**

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2013 – 2015 Bucharest - National School of Political and Administrative Studies SNSPA

**Member of the Senate**

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Student Representative

## ● **HONOURS AND AWARDS**

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2021

**Forbes 30 under 30 – Forbes Magazine**

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**Link** <https://www.forbes.ro/articles/forbes-30-sub-30-2021-alexandra-dinu-romania-va-deveni-cel-mai-mare-pol-de-lansare-pentru-business-uri-si-startup-uri-din-sud-estul-europei-232169?fbclid=IwAR0rxy7DPYutCpQ5cbpm-gQT2cZ1DtfhB8DB6Q0rqkAUxYv3YA7H-BxZfHo>

10/2010

**Second prize - EU Datathon – European Commission**

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Second prize at EU Datathon - "Challenge 3: 'A new push for European democracy'"

**Link** <https://op.europa.eu/en/web/eudatathon/-/2020>

2019

**First prize – Bearing Point**

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"Be an Innovator" contest organized by Bearing Point for the Clark project - Smart Glasses for Industry 4.0

2018

**Start-up of the year – Politehnica University of Bucharest**

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"**Start-up of the year**" Award – Bucharest (country finalist) at the "Innovation Labs 2018" contest for the Clark project - Smart Glasses for Industry 4.0

2019

**First prize – iCEE.fest Point**

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"200 Seconds of Fame" contest organized by iCEE.fest Point for the Clark project – Smart Glasses for Industry 4.0

## ● **CERTIFICATIONS**

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**Cybersecurity Essentials**

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Cisco verifies the earner of this badge successfully completed the Cybersecurity Essentials course. The holder of this student-level credential has foundational knowledge of cybersecurity, including the basics of network security, encryption and cybersecurity laws. The holder has been introduced to tactics and techniques used by Black Hats, and the principles of Confidentiality, Integrity, and Availability used by White Hats to defend networks.

**Link** [https://www.credly.com/badges/f784ab5a-7dad-4eb4-875b-a2415df6287c/public\\_url](https://www.credly.com/badges/f784ab5a-7dad-4eb4-875b-a2415df6287c/public_url)

19/04/2023 – CURRENT

## **Cisco Certified Support Technician Cybersecurity**

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The CCST Cybersecurity certification validates the essential knowledge and skills necessary to demonstrate work-ready cybersecurity skills. The next step in Cisco's pathway is the Cisco Certified CyberOps certification. This certification is for candidates looking to work in a cybersecurity field or position. The successful candidates are qualified to enter the workforce as cybersecurity support specialists, technicians, analysts, and/or auditors.

**Link** [https://www.credly.com/badges/48e6bded-3b51-4ba9-9919-78d4490ed446/public\\_url](https://www.credly.com/badges/48e6bded-3b51-4ba9-9919-78d4490ed446/public_url)

2023 – CURRENT

## **IT Specialist - Cybersecurity**

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Earners of this badge are starting their journey in the cybersecurity field. This exam assesses their understanding of key security paradigms, terminology, and mindset. Badge earners have a keen awareness of the importance of security and the threats to a business when security procedures are not followed. They are willing to teach others about security concerns. They are developing the investigative and implementation skills necessary to succeed in the field.

**Link** [https://www.credly.com/badges/55df7934-6dbd-45f4-935e-e485645e62ce/public\\_url](https://www.credly.com/badges/55df7934-6dbd-45f4-935e-e485645e62ce/public_url)

2023 – CURRENT

## **Microsoft Certified: Security, Compliance, and Identity Fundamentals**

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Earners of the Security, Compliance, and Identity Fundamentals demonstrate a functional understanding of security, compliance, and identity (SCI) across cloud-based and related Microsoft services.

**Link** [https://www.credly.com/badges/6a72aa41-798f-4832-b31a-6242acbd9b55/public\\_url](https://www.credly.com/badges/6a72aa41-798f-4832-b31a-6242acbd9b55/public_url)

2023 – CURRENT

## **Microsoft Certified: Azure Fundamentals**

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Earners of the Azure Fundamentals certification have demonstrated foundational level knowledge of cloud services and how those services are provided with Microsoft Azure.

**Link** [https://www.credly.com/badges/ca1bcdcf-9791-4233-bb48-06d35638ad9d/public\\_url](https://www.credly.com/badges/ca1bcdcf-9791-4233-bb48-06d35638ad9d/public_url)

2019

## **Human Resources Manager Certification**

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2019

## **Human Resources Inspector Certification**

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2016

## **Travel Agent / Guide - Certification**

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2016

## **National Tour Operator Guide Certification**

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2015

## **Project Manager Certification**

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2014

## **Trainer Certification**

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## ● **PUBLICATIONS**

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2021

### **[Human Capital Theory In Respect To Cultural, Digital Implications And Integrated Communication](#)**

2021

### **[The Tracking Of Industrial And Digital Revolutions And The Importance Of Human Capital Development](#)**

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2020

**Destination Management Organizations: A Systematization Of Recent Literature With A Focus On New Research Trends**

2020

**Innovative Entrepreneurial Companies in the Digital era: The Impact of Business Automation on International Development and Competitive Advantage**

2020

**Can Digital Solutions Be Applied Effectively In The Travel Industry, During Pandemic?**

2020

**Digital Marketing On Destination Sustainability Study Case: Romanian Ecotourism**

2019

**Methods Of Promoting Sustainability For Touristic Destinations**

2019

**Tourism Competitiveness In Eastern Mediterranean Basin. Lebanon Case.**

**LANGUAGE SKILLS**

Mother tongue(s): **ROMANIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	C2	C2	C2	C2	C2
<b>FRENCH</b>	B2	B2	B2	B2	B2
<b>ITALIAN</b>	B2	B2	B1	B1	B2

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

**DIGITAL SKILLS**

Microsoft Office | Google Drive | Zoom | Skype | Instagram | Facebook | Social Media | Microsoft Excel | Google Docs | LinkedIn | Microsoft Word | Microsoft Powerpoint | Power Point | Internet user | Written and Verbal skills | Good listener and communicator | Analytical skills

**DRIVING LICENCE**

**Driving Licence:** AM

**Driving Licence:** B1

**Driving Licence:** B

30.08.2024 