




PERSONAL INFORMATION



**Puie Florina**

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Sex F | Date of birth 21/08/1993 | Nationality Romanian

WORK EXPERIENCE

February 2024 - Present

**Project planner and translations quality**

Renault Academy / Global Business Services Romania, Bd. Preciziei no. 3g, Bucharest

- Ensuring the implementation of the planning process for Renault Academy training projects in production.
- Ensures the smooth running of the translation and integration processes of the RAc training modules together with the translation managers and Renault Academy teams.
- Follows action plans and ensures the quality of services provided by suppliers through predefined governance timetables.
- Ensures and monitors the budget allocated to training module translations; builds and communicates monthly budget tracking plans.

Business or sector: Automotive

March 2023 – 2024

**National Expert for Smart Villages in Romania**

Smart Rural 27 Project (2<sup>nd</sup> Preparatory Action on Smart Rural Areas in the 21st Century)

- Collecting and analyzing information on existing and future policies that are relevant for Smart Villages in their countries (i.e., CAP Analysis).
- Identifying and engaging relevant national/ regional and local stakeholders.
- Identifying and collecting information about Smart Villages and villages-in-transition.

Business or sector: Rural Development

July 2019 – January 2024

**Career break for maternity leave**

- An extended period of maternity leave for my three children, until the youngest is old enough to start nursery school.
- A period also dedicated to the opportunity for professional development by pursuing PhD studies and exploring other opportunities through related activities.

March 2017 – July 2019  
(Returning February 2024)

**Database Administrator/ Reporting responsible**

Renault Services Romania, Bd. Preciziei, no. 24, 6th District, Bucharest

- Build the indicators and standard dashboards of the Customer Relationship activity in the company's dedicated application for reporting (Salesforce).
- Maintain communication between the central, regional, and country correspondents.
- Provide periodic or on-demand training sessions for creating/using reports and dashboards in the dedicated application.
- Build and maintain a referential concerning the main indicators and their calculation methods and update them according to the application's evolution.

Business or sector: Automotive

March 2016 – March 2017

**BtoC and Post-Sales Marketing and Communication Intern**

Renault Commercial Romania SRL, Bd. Preciziei, no. 24, 6th District, Bucharest

- Developing marketing briefs to create communication materials for post-sale campaigns.
- Communication with advertising agencies for the creation of communication materials.
- Analyzing the competition's offers and adapting the marketing strategy approached in the post-sale campaigns.
- Designing and delivering reports and presentations in BtoC project validation committees.
- Economic calculation of bonuses for Dacia/Renault dealers granted by RCR following their participation in workshop campaigns.

Business or sector: Automotive

June 2015 – February 2016

**Sales representative**

SC Botanique Events SRL, Doamnei street, no. 3, 3rd District, Bucharest

- Negotiate, develop and execute commercial contracts.
- Develop comprehensive event proposals outlining the event concept, budget, and logistical details.
- Budget management, track expenses, find cost-effective solutions, and maintain financial records to ensure the event remains within the allocated budget.
- Developing new offers of goods and services.
- Providing technical and commercial support to customers and potential customers.
- Keeping the primary accounting records.
- Participation in the fulfilment of general economic duties regarding the sale of goods.

**Business or sector:** Flower retail & Events planning**EDUCATION AND TRAINING**

October 2018 - Present

**PhD/ Doctoral studies**Bucharest University of Economic Studies, Business Administration Doctoral School, Calea Grivitei 2- 2A, Bucharest, district 1, postal code 010731, [www.fabiz.ro](http://www.fabiz.ro)

- Studies in the field of Entrepreneurship and Business Administration, with a focus on fostering *Rural Entrepreneurship in the context of Smart Village development*.

October 2015 – June 2017

**Master studies**Bucharest University of Economic Studies, Faculty of Business Administration in Foreign Languages, Calea Grivitei 2-2A, Bucharest, district 1, postal code 010731, [www.fabiz.ro](http://www.fabiz.ro)

- Business economics
- Entrepreneurship and business development
- Financial management in business
- Strategic management
- Organizational and consumer behavior
- Business negotiation strategies and conflict management
- Strategic human resources management
- Business communication and media

October 2012 – June 2015

**Business administration/Bachelor in Economics**Bucharest University of Economic Studies, Faculty of Business Administration in Foreign Languages, Calea Grivitei 2-2A, Bucharest, district 1, postal code 010731, [www.fabiz.ro](http://www.fabiz.ro)

- Microeconomics/Macroeconomics
- Business law
- Fundamentals of business administration
- Marketing
- Social Entrepreneurship
- Business quality and performance
- European business environment
- Economic and financial analysis

October 2012 – June 2015

**Psycho pedagogical training program - level I**Bucharest University of Economic Studies, Teaching Staff Training Department, Mihail Moxa 5-7, Bucharest, district 1, postal code 010961, [www.dppd.ase.ro](http://www.dppd.ase.ro)

- Psycho pedagogy

September 2008 – June 2012

**High School/Bacalaureat diploma and IT Certificate**"Liviu Rebreanu" National College, Bulevardul Republicii 8, Bistrița, postal code 420057, [www.cnlr.ro](http://www.cnlr.ro)

- Mathematics
- Economics
- Informatics, Information Technology, C++ programming, Databases, Operating Systems
- Entrepreneurial Education

**Others:**

- Digital competences Certificate: experienced user
- English language Certificate: experienced user

OTHER TRAINING ACTIVITIES

- 18 - 19 March 2024
  - Smart Rural 27 Final Conference in Brussels, Belgium. The Smart Rural 27 project's knowledge and outcomes were shared with stakeholders, discussing the creation of an effective Smart Villages support framework. Discussions included policy outcomes, lessons from the Pilot European Smart Villages Observatory, and future support for Smart Villages.
- 2017-2018 Work Trainings
  - Emotional resilience, Self-Leadership, Active listening
  - Animation of meetings, Presentations in front of an audience, Orientation to the internal client
- April 2016
  - Participation in the FABIZ-IMST Student Scientific Communications Session in collaboration with the business environment, with the theme Innovative methods of promoting children's books (Case study: Story box, Collaborators: Putineanu Ana - Maria, Tiboi Oana Andreea - 1st place obtained).
- April 2015
  - P&G Business Case Study Competition - solving a real case study, workshop, and presentation in front of P&G management, coaching from P&G professionals from the Finance, Marketing, Logistics and Sales departments.
- November - December 2014
  - Participation in the "Olympics in Management" Competition, launched by the KAIZEN Institute Romania, the Cristim Group, the KAIZEN Manager Club Association and the Faculty of Business Administration, with teaching in foreign languages (FABIZ - ASE) - Benchmark visits within the companies Assa Abloy, Cristim, Johnsons Control, 5S construction sites, Kaizen Manager Club meeting.
- January 2014
  - OMA Course (Online Marketing Academy) – organized by Google.

PERSONAL SKILLS

Mother tongue(s) Romanian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
French	B2	B2	B2	B2	B2
Spanish	A2	A2	A2	A2	A1

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user  
Common European Framework of Reference for Languages

Communication skills
 

- Good communication skills gained through my experience as a BtoC and Post-Sales Marketing and Communication Intern, during the work trainings, as well as through the academic research, publishing papers, and attending conferences.

Organizational / managerial skills
 

- Leadership skills, project organization, capacity for synthesis and analysis, decision-making skills gained in conducting academic research projects with other PhD students in writing scientific articles, and teamwork, as well as in the work trainings attended.
- Time management skills gained through providing accurate and timely reports as a reporting responsible, with an increased importance in meeting deadlines.

Job-related skills
 

- English and French translations.
- Good analytical skills, interpretation of complex data, and forecasting and identifying economic patterns, acquired as a database administrator position.
- Effective presentation of financial data and economic insights.
- Communication, teamwork, creativity, as well as adaptability to different market conditions, and changes in the business environment, or enhance problem-solving skills, gained while working as a sales representative and marketing intern.
- Budget management, tracking expenses, find cost-effective solutions.

Computer skills	<ul style="list-style-type: none"> <li>▪ Microsoft Office tools (advanced): Word, Excel, Power Point, SharePoint, OneNote</li> <li>▪ Teams, Outlook</li> <li>▪ Social Media, WordPress</li> <li>▪ Salesforce, SAP Business Objects</li> <li>▪ Phrase (translation software)</li> </ul>
Other skills	<ul style="list-style-type: none"> <li>▪ The ability to conduct economic research, gather data on economic indicators, and analyze economic trends to provide insights into macroeconomic conditions.</li> <li>▪ Creativity, discipline, and work experience in an entrepreneurial environment, acquired within the sales representative position in the event planning domain.</li> </ul>
Driving license	Category B

## ADDITIONAL INFORMATION

### Publications

- **Florina Puie (Răzvanță)**, 1, *Rural development beyond EAFRD - Enhancing Romanian rural entrepreneurship through complementary EU funds and projects*, Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development, Vol. 20, Nr. 2, pp. 395-402, 2020, ISSN 2284-7995, Web of science, Agricultural Economics & Policy (ESCI), JCI (2021): 0.34. [http://managementjournal.usamv.ro/pdf/vol.20\\_2/Art52.pdf](http://managementjournal.usamv.ro/pdf/vol.20_2/Art52.pdf)
- **Florina Puie (Răzvanță)**, Ana Șerbănescu, Adina Anca Triandafil, Alexandra Cristina Dinu, 4, *Renewable Energy - A Sustainable Entrepreneurial Solution for Romanian Rural Community Development*, International Research Journal of Advanced Engineering and Science, Vol. 6, Nr. 3, pp. 245-247, 2021, ISSN (Online): 2455-9024, Impact Factor SJIF: 7.321. <http://irjaes.com/wp-content/uploads/2021/08/IRJAES-V6N3P203Y21.pdf>
- Ana Șerbănescu, **Florina Puie (Răzvanță)**, Alexandra Cristina Dinu, Adina Anca Triandafil, 4, *Consumer responsibility in the context of transition to green economy in Romania*, Ecoforum, Vol. 10, Nr. 3, 2021, ISSN: 2344-2174. <http://www.ecoforumjournal.ro/index.php/eco/article/viewFile/1245/765>
- Adina Anca Triandafil, Alexandra Cristina Dinu, **Florina Puie (Răzvanță)**, Ana Șerbănescu, 4, *Destination management organizations: a systematization of recent literature with a focus on new research trends*, Cactus Tourism Journal, Vol. 3, No. 2, pp. 56-63, 2021, ISSN 2247-3297. [https://www.cactus-journal-of-tourism.ase.ro/Pdf/vol\\_3\\_2/Triandafil\\_et\\_al.pdf](https://www.cactus-journal-of-tourism.ase.ro/Pdf/vol_3_2/Triandafil_et_al.pdf)

### Conferences

- **Florina Răzvanță (Puie)**, 1, *Conceptual framework for rural business models*, International Conference on Business Excellence, București, 2019, published in Proceedings of the 13<sup>th</sup> International Conference on Business Excellence, Vol. 13, Nr. 1, pp. 1130-1139, 2019, ISSN 2558-9652, DOI: <https://doi.org/10.2478/picbe-2019-0099>.
- **Florina Răzvanță (Puie)**, 1, *The role of European funds in developing and sustaining rural entrepreneurship in Romania*, International Conference on Business Excellence, București, 2020, published in Proceedings of the 14<sup>th</sup> International Conference on Business Excellence, Vol. 14, Nr. 1, pp. 134-148, 2020, ISSN 2558-9652, DOI: <https://doi.org/10.2478/picbe-2020-0014>.
- Ruxandra Argatu, **Florina Puie (Răzvanță)**, 2, *Perspectives of social entrepreneurship in Romania in the context of the COVID-19 pandemic*, International Conference on Business Excellence, București, 2021, published in Proceedings of the 15<sup>th</sup> International Conference on Business Excellence, Vol. 15, Nr. 1, pp.1042-1053, 2021, ISSN 2558-9652, DOI: <https://doi.org/10.2478/picbe-2021-0098>.
- Ruxandra Argatu, **Florina Răzvanță**, 2, *Sustainable societal development perspectives for rural Romania in light of Horizon 2020*, International Conference on Business Excellence, București, 2022, published in Proceedings of the 16<sup>th</sup> International Conference on Business Excellence, Vol. 16, Nr. 1, pp. 495-508, 2022, ISSN 2558-9652, DOI: <https://doi.org/10.2478/picbe-2022-0048>

27/09/2024

