



IACOB CRISTINA RALUCA



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Nationality: Romanian

WORK EXPERIENCE

January 2021 – December 2023

Media Relations Process Coordinator

European Central Bank, Sonnemannstrasse 20 (Main Building), 60314, Frankfurt am Main, Germany

<https://www.ecb.europa.eu/home/html/index.en.html>

- Coordinate the organisation of media events, including press conferences and background briefings around relevant publications, managing all related activities
- Collaborate with internal and external stakeholders on the assessments of interviews and speaking engagements requests for members of the Executive Board as well as the Supervisory Board
- Contribute to media planning and strategic directions
- Respond to media queries
- Establish reports with key ECB stakeholders, maintain accurate data on journalists and media outlets

Business or sector: Communication, Banking industry

April 2020 – present

PR Expert

National Bank of Romania, Doamnei Street, no. 8, Bucharest, Romania

<http://www.bnro.ro/Home.aspx>

- Managed media relations and delivered customised content
- Designed internal and external communication strategies
- Improved and conducted internal research on NBR awareness reflected in media
- Built analytics reports

- July 2015 – April 2020

PR Specialist

National Bank of Romania, Doamnei Street, no. 8, Bucharest

<http://www.bnro.ro/Home.aspx>

 - Held internal presentations during training sessions
 - Contributed to communication strategy

Business or sector: Communication, Banking industry

- October 2017 – present

Associate Teaching Staff

National University of Political Studies and Public Administration, Expozitiei Bd., no. 30 A, Bucharest, Romania

<https://comunicare.ro/index.php?page=raluca-iacob>

 - Managed media relations and delivered customised content
 - Improved and conducted internal research on NBR awareness reflected in media
 - Built analytics reports
 - Held internal presentations during training sessions

Business or sector: Communication, Banking industry

- January 2012 – July 2015

PR Specialist

Smartpoint, Bucharest, Romania

<http://smartpoint.ro/>

 - Organised and conducted interactive seminars on organizational communication, public relations, techniques for editing and writing public relations materials

Business or sector: Academic, Education

- February 2009 – January 2012

Editor

Forbes România, franchise of Forbes US, Bucharest, Romania

<https://www.forbes.ro/>

 - Implemented strong communication strategies for companies from various industries (banking, online commerce, vouchers issuers, business consulting etc.). Local and regional experience
 - Developed awarded communication campaigns
 - Brought in new clients for the PR agency, involved in business development

Business or sector: Public Relations

- February 2009 – January 2012

Editor

Forbes România, franchise of Forbes US, Bucharest, Romania

<https://www.forbes.ro/>

 - Came up with original angles for approaching the topics in Money and Investment section, edited articles
 - Conducted interviews in multicultural environments

- Wrote and published articles for different sections: Cover Story, Money and Investing, OutFront, Business
- Contributed to Forbes 500 Billionaires 2009

Business or sector: Mass-media, Journalism, Publishing

July 2006 – February 2009

Editor and Editor in chief

Adevarul Newspaper, Fabrica de Glucoza Street, no. 21, Bucharest, Romania

<http://adevarul.ro/>

- Coordinated a daily twelve-page section, in Adevarul newspaper, covering the financial news
- Edited articles on Stock Market, Insurance, Banking, Business
- Worked under pressure, on very tight schedules and deadlines
- Contributed to Adevarul 500 Billionaires 2008

Business or sector: Mass-media, Journalism, Publishing

April 2005 – July 2006

Editor

Curentul Newspaper, Bucharest, Romania

<https://www.curentul.info/>

- Wrote news and articles, covering a wide range of fields as a generalist reporter. Fields in focus: stock market and IT

Business or sector: Mass-media, Journalism, Publishing

August 2004 – April 2005

Reporter

Bursa Newspaper, Popa Tatu Street, no. 71, District 1, zip code: 010804, Bucharest, Romania

<http://www.bursa.ro/>

- Wrote news and articles, covering a wide range of fields as a generalist reporter. Field in focus: real estate
- Contributed to Bursa Constructiilor Magazine

Business or sector: Mass-media, Journalism, Publishing

1999 – 2004

Teaching activity during university studies

- French Teacher, St. Michael and Gabriel School (No 279), Bucharest, Romania
- Primary school teacher, Buzău, Romania

Business or sector: Education, training

EDUCATION AND TRAINING

October 2017 – October 2018

Fellowship researcher

„Spiru Haret” research grant within the National University of Political Studies and Public Administration, Bucharest, for research on Romanian Diaspora (PN-III-P1-1.1-BSH-2-2016-0005). Research project coordinated by Conf. univ. dr. Mălina Ciocea. Funded by UEFISCDI.

Title of the project: *Determinant causes for the Brain Drain phenomenon in Romania. Double perspective: professionals' migration in the news and high-skilled emigrants' opinion*

October 2016 - 2020

PhD Researcher in Communication Sciences

National University of Political Studies and Public Administration, Bucharest, accepted in 2016 as a fellowship researcher.

Title of the project: *Central banks' speech – particularities and the need to change during post-crisis period. Case-study: National Bank of Romania*

October 2003 – September 2004

MA in Theories of Literature

Bucharest University, Faculty of Letters, Bucharest, October 2003 – September 2004

Research activity

- Documenting and applying theories of literature
- Discourse analysis
- Critical discourse
- Rhetoric
- Interdisciplinary approach (literature - sociology - psychology)
- Research, documenting and writing master thesis

Focus on creative writing (collective novel *Paupera*, written by a group of students from the Bucharest University, coordinated by Prof. Dr. Romanița Constantinescu, and nominated for the Romanian Literary Prize in 2006)

October 1999 – July 2003

BA in Letters and French Studies

Bucharest University, Faculty of Letters, Bucharest, October 1999 – July 2003

- Specializing in Romanian and World Literature and Romanian Linguistics
- Specializing in French Literature and Linguistics
- Research, documenting and writing bachelor thesis
- Teaching activity (practice)

1994 - 1999

High school diploma in teaching

Spiru C. Haret High school, Spiru Haret Street, no. 6, Buzau, Romania

- Learning how to engage and motivate primary school students

- Drafting lesson plans and teaching primary school students

PERSONAL SKILLS

Mother tongue(s)

Romanian

Other language(s)

English

French

UNDERSTANDING		SPEAKING		WRITING
Listening	Reading	Spoken interaction	Spoken production	
C1	C1	C1	C1	C1
C1	C1	C1	C1	B2

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user
[Common European Framework of Reference for Languages](#)

Communication skills

- Crisis management. Flexibility. Reaction speed
- Adapting speech for stakeholders across all levels of the organisation(s)
- Adapting content for different categories of targeted external public
- Editing, pitching stories, storytelling. Creative approach
- Networking, interpersonal skills
- Guide media appearances
- Image analysis competencies

Organizational and managerial skills

- Leadership – as editor in chief, managing *Adevărul Financiar* section (12 daily pages); as assistant professor, coordinating students and coordinating master thesis
- Project management – as PR specialist, coordinating teams for different pitching cases or for implementing communication strategies

SELF-ASSESSMENT

Digital competencies

Information processing	Communication	Content creation	Safety	Problem solving
Independent user	Independent user	Independent user	Independent user	Independent user

Levels: Basic user - Independent user - Proficient user

[Digital competences - Self-assessment grid](#)

Other skills

Mastering applications: Excel, WordPress, PowerPoint, SPSS

Other publications

- Paupera (fabula rasa), coord. Romanița Constantinescu, Bucharest University Publishing House, 2005, ISBN 973-737-144-5
- Savoir rédiger en français. Techniques de la rédaction française, coord. Lidia Cotea, Arvin, 2003, ISBN 973-7966-02-3
- Articles published in Bursa newspaper, Bursa Construcțiilor magazine, Curentul newspaper, Adevărul newspaper, Forbes România magazine, Forbes 500 Miliardari magazine
- Opinion articles published in Dilema Veche magazine, adevarul.ro blog

CERTIFICATES AND SEMINARS

December 2022

Giving Each Other Feedback

Participant in training program
Organiser: Oxford Life Skills, online and on-site

June 2022

Engaging Stakeholders

Participant in training program
Organiser: Oxford Life Skills, online

October 2021

Nonviolent Communication Training

Participant in training program
Organiser: PwC, online

July 2019

Doctoral Summer School

Participant and presenter in training program
Organisers: University of Tartu, European Communication Research and Education

Association (ECREA), Estonia

October – November 2017

Internal Communication Workshop

Participant and speaker in training program „*Effective communication - key to correct understanding and good reputation*”

Organiser: National Bank of Romania, Bucharest, Romania

September–December 2017

PES5 Post Intermediate

Organiser: British Council, Bucharest, Romania

November 2016

Interpersonal Communication Workshop

Participant in Interpersonal Communication workshop

Organiser: European Central Bank, Bucharest, Romania

September 2016

External Communication Workshop

Participant and speaker in training program *Central Bank Communication in a Changing World*

Organiser: Bank of England, London, United Kingdom

November 2010

Media Training

Participant in training session *Governance Responsible Journalism's Watching*

Organiser: Thomson Reuters Foundation, Sarajevo

November 2008 – January 2009

Competitive in Business Consulting

Participant in *Competitive in Business Consulting* training

Organiser: CBC Romania (certificate recognized by Labor, Family and Equal Chances Ministry, Bucharest, Romania)

February – March 2006

Financial Services Agent

Organiser: Millenium Financial Center (certificate recognized by National Securities Commission)

ACADEMIC ACTIVITY

- Iacob, R. (2022) – Book: [Blind Spots in the Spotlight](#), National Bank of Romania's Answers to the Financial Crisis Aftershocks from the Perspective of Central Bankers, the Public and the Media; Springer Cham; DOI: <https://doi.org/10.1007/978-3-031-04067-2>

- Iacob, R. (2020) – Article: Blind Spots in the Spotlight: Media Reporting on the National Bank of Romania’s answers to Financial Crisis Aftershock. *Mediální studia/ Media studies*, 14(1), pp. 126-146. Indexing: European Reference Index for the Humanities and the Social Sciences (ERIH PLUS), Central and Eastern European Online Library (CEEOL), WebArchiv. Link: https://www.medialnistudia.fsv.cuni.cz/front.file/download?file=medialni_studia_1_2020%20full.pdf
- Iacob, R. – Conference: 2019 ECPR General Conference, 4–7 September 2019, Wrocław (Polonia), Presentation title: "A Quick and Easy Fix: How the Media Framed Central Banks' Communication during the Post-Crisis Period - A Case Study on the National Bank of Romania", University of Wrocław, Consortium for Political Research (ECPR)
- Iacob, R. – Doctoral Summer School: ECREA European Media and Communication Doctoral Summer School 2019, 8–17 July 2019, Tartu (Estonia), University of Tartu, European Communication Research and Education Association (ECREA)
- Iacob, R. (2019) – Article: Review of "Financial Citizenship. Experts, Publics and the Politics of Central Banking", by Annelise Riles, *Romanian Journal of Communication and Public Relations*. Vol. 21, no. 1. Indexing: Scopus, EBSCO, ProQuest, DOAJ, CEEOL, ERIH Plus, Index Copernicus, ROAD, Cabell's, and Genamics Journal Seek. DOI: <https://doi.org/10.21018/rjcp.2019.1.271>
- Iacob, R. – Conference: Conferința studenților-doctoranzi FSPAC, 14–15 May 2019, Cluj-Napoca, Presentation title: "Ready or not? Central banks shift towards greater transparency during post-crisis period", College of Political, Administrative and Communication Sciences (FSPAC)
- Iacob, R. (2018) – Article: Brain Drain Phenomenon in Romania: What Comes in Line after Corruption? *Romanian Journal of Communication and Public Relations*. Vol. 20, no. 2. Indexing: Scopus, EBSCO, ProQuest, DOAJ, CEEOL, ERIH Plus, Index Copernicus, ROAD, Cabell's, and Genamics Journal Seek. DOI: <https://doi.org/10.21018/rjcp.2018.2.259>
- Iacob, R. – Conference: The Migration Conference, 26–29 June 2018, Lisbon, Presentation title: "Determinant causes for the Brain Drain phenomenon in Romania", The Institute of Economics and Management of the University of Lisbon (ISEG)
- Iacob, R. (2018) – Article: Trust and Transparency: Perspectives upon the Communication of the National Bank of Romania during the Financial Crisis – A Qualitative Research, *Management Dynamics in the Knowledge Economy*, VOL 6, NO 1 (2018): ISSUE 19. Indexing: BASE, Cabell's, DOAJ, Index Copernicus, EBSCO, ERIH Plus, GIF, NewJour, ProQuest, RePEc, Ulrich's and World Cat. DOI: <https://doi.org/10.25019/MDKE/6.1.08>
- Iacob, R (2018) – Article: Trust and Transparency: Perspectives upon the Communication of the National Bank of Romania during the Financial Crisis - A Qualitative Research, in *Strategica - Shift! Major challenges of today's economy*. București: Tritonic. ISBN: ISBN (E-book): 978-606-749-269-9
- Iacob, R. – Conference: Strategica International Academic Conference, 28 – 29 Sept. 2017, Bucharest, Presentation title: "Trust and Transparency: Perspectives upon the Communication of the National Bank of Romania during the Financial Crisis - A Qualitative Research", National University of Political Studies and Public Administration