

PERSONAL INFORMATION

Cristian Ionuț Tatu



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Sex Male | Date of birth 07/01/1984 | Nationality Romanian

JOB APPLIED FOR
 POSITION
 PREFERRED JOB
 STUDIES APPLIED FOR

I am a business consultant & academic from Bucharest, Romania. I currently active as a business consultant with Marketing Zoom Expert and assistant professor tenure in the Bucharest University of Economic Studies. I hold a doctorate in marketing and an MBA from uOttawa.

WORK EXPERIENCE

June 2016 – present day



Career Development Facilitator

Centre for Career Development and Counseling

5-7 Mihail Moxa Street, 010961, 1st District, Bucharest, Romania

www.consiliere.ase.ro

- Career path orientation
- Development of personalized professional evolution strategy
- Resume design and presentation Counseling
- Advising candidates upon choosing the right educational programs
- Reduction of abandon rate by monitoring students with risk factors and helping them out
- Increasing the professional insertion rate of fresh graduates

Business or sector Higher education (A class public university)

June 2014 – June 2016



Marketing & Communication Consultant

Bucharest Business School – Romanian-Canadian MBA Program

2-2A Calea Griviței, 010511, 1st District, Bucharest, Romania

www.canadian-mba.ro

- Website design and updating
- Uploading social media content
- Design of presentation materials
- CRM and communication with the Canadian project management
- Designing the marketing and communication plan
- Organizing events

Business or sector Higher education (A class public university)

June 2012 – present day



Business Consultant

Marketing Zoom Expert

103 Olteniței Street, 041303, 4th District, Bucharest, Romania

www.marketingzoom.ro

- Marketing research (qualitative and quantitative)
- Marketing audit
- Strategy development and implementation
- Product design and testing
- Online Marketing
- Direct Marketing
- Training

Business or sector Business Consultancy, Marketing Research

October 2012 – present day



Assistant Professor - Tenure

Bucharest University of Economic Studies

13-15 Mihai Eminescu Street, 010511, 1st District, Bucharest, Romania

www.ase.ro

- Student mentoring and tutoring for various academic contests
- Class tenure for quantitative research, data analysis, marketing and cyber-marketing
- Supervise and support teaching assistants
- Active involvement in promoting the university in high schools
- Publishing academic papers in scientific journals
- Representing the university at various scientific conferences
- Active involvement in private or public research and development projects
- Access of European research funds by writing project proposals
- Free university admission mentoring for underprivileged children in the community center

Business or sector Higher education (A class public university)

February 2008 – October 2012



Teaching Assistant - Tenure

Bucharest University of Economic Studies

13-15 Mihai Eminescu Street, 010511, 1st District, Bucharest, Romania

www.ase.ro

- Class tenure for quantitative research, data analysis, marketing and cyber-marketing
- Active involvement in promoting the university in high schools
- Publishing academic papers in scientific journals
- Representing the university at various scientific conferences
- PhD related research activities
- Free university admission mentoring for underprivileged children in the community center

Business or sector Education (A class public university)

October 2007 –February 2008



Marketing Specialist

CNDPI Romsoft (Depozitul de Calculatoare, dcshop.ro)

319 Splaiul Independenței Street, 060044, 6th District, Bucharest, Romania

www.depozituldecapcalatoare.ro; www.dc-shop.ro

- Assist the marketing manager in developing the marketing strategy
- Editing the monthly product catalogue
- Quantitative and qualitative research
- Organizing various events and participating at IT&C related fairs
- Representing the organization at business sector meetings and events
- Supervision of maintenance for the websites of the company
- Contribution in the design process of all visual materials

Business or sector IT&C wholesale, national shop network, online shop)

July 2006 – September 2007



Marketing Specialist, Franchise Network Deputy Manager

Rodipet

1 Piața Presei Libere Square, 013701, 1st District, Bucharest, Romania
www.rodipet.ro

- Quantitative and qualitative research
- Direct contact with franchisees and crisis management
- Participation in the ERP adjustment process
- Organizing various events and participating at franchise fairs
- Representing the organization at business sector meetings and events
- Supervision of maintenance for the websites of the company
- Contribution in the design process of all visual materials

Business or sector leading national press distribution network

June 2004 – June 2006



Volunteer

Media Monitoring Agency (currently Active Watch)

98 Calea Plevnei Street, 010237, 1st District, Bucharest, Romania
www.mma.ro

- IT&C maintenance
- Website development
- Graphic design and production supervision
- Event support and participation

Business or sector NGO

October 2005 – present day



Volunteer

Marketer Club (student organization)

5 Mihail Moxa Street, 010961, 1st District, Bucharest, Romania
www.marketer.ase.ro

- New members selection and training
- Representing the organization at various fairs
- Fundraising
- Project management

Business or sector NGO

EDUCATION AND TRAINING

December 2016



Certified Project Management Professional (PMP - PMI US)

Project Management Access

14 Agatha Birsescu Street, 031483, 3rd District, Bucharest, Romania

- Risk handling
- Stakeholder involvement
- Workload and time frame management
- Procurement

October 2014– June 2016



MBA

Romanian-Canadian MBA (Telfer School of Management, University of Ottawa and Bucharest Business School, Bucharest University of Economic Studies)

2-2A Calea Griviței, 010511, 1st District, Bucharest, Romania

- Project management
- Organizational skills
- Managerial stats
- Managerial behavior

October 2008 – October 2011



Doctoral Degree (PhD) in Marketing

Bucharest University of Economic Studies with 3-year EU POS-DRU Scholarship

13-15 Mihai Eminescu Street, 010511, 1st District, Bucharest, Romania

- Advanced macro-economics
- Economic models
- Marketing-management
- CRM

October 2010 – July 2012



Master Degree in Psycho-Pedagogy

Bucharest University of Economic Studies

13-15 Mihai Eminescu Street, 010511, 1st District, Bucharest, Romania

- Psychology in education
- Crisis management
- Class management
- Public speaking
- Training for adults and children

October 2006 – June 2008



Master degree in on-line marketing

Bucharest University of Economic Studies

13-15 Mihai Eminescu Street, 010511, 1st District, Bucharest, Romania

- Cybermarketing
- Virtual space process management
- Marketing models
- Public relations
- Consumer behavior
- Expert informatics systems

October 2002 – June 2006



Bachelor degree in marketing research

Bucharest University of Economic Studies

13-15 Mihai Eminescu Street, 010511, 1st District, Bucharest, Romania

- Direct marketing
- Advanced business informatics
- Statistics
- International marketing
- Management
- Business law

October 1998 – June 2002



Baccalaureate with assistant programmer diploma

"Dimitrie Leonida" High school (former 23 August)

47 Basarabia Ave., 022144, 2nd District, Bucharest, Romania

- Operating systems management
- Object oriented programming languages
- Hardware maintenance
- Basic communication infrastructure architecture

PERSONAL SKILLS

Mother tongue(s) Romanian

Other language(s)



English



Russian



French

UNDERSTANDING

Listening

C2

Reading

C2

SPEAKING

Spoken interaction

C2

Spoken production

C2

WRITING

C2

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 teaching assistant (lectures, conferences, other events)
- excellent team work skills acquired while working in big corporations with 1000+ employees
- good international work experience gained while working with foreigners (colleagues and students) from almost all continents and participating at scientific conferences around the world
- excellent understanding of the bureaucratic system
- good understanding of hierarchical levels
- good debate skills in public meetings and televised interviews acquired during the 2014 ISP-FHS communication school

Organizational / managerial skills

- SME management, co-owner of Marketing Zoom Solutions (www.marketingzoom.ro)
- project management: budget, cash flow, program, quality management, research, reporting (certification of European funded program manager POSDRU 6/1.5/S./11)
- event planning: co-founder of the International Conference on Marketing and Business development www.marketingevents.ro/mbd and member of the organizing committee for the 2013 annual conference of JCI Romania
- managerial skills and team work in various research teams as an active member in scientific research programs like ComInovativ (PN2/P4 92090/2008), EdNet (PN2/P4 92090/2008) and eMarketing (PN2/4 92102/2008)
- leadership acquired as in Rodipet as a deputy franchise manager (team up to 10 people), in the current work place (managing projects in the university, Marketer Club NGO programs) and in various freelance research projects (teams up to 20 field and office operators)
- excellent customer relation management skills

Job-related skills

- Excellent training skills for colleagues and customers
- Good stress resistance and prolonged program tolerance (acquired in research projects)
- Good tolerance towards trainees and excellent tutorial skills
- Multidisciplinary approach towards task completion
- Continuous documentation (lifelong learning)

Computer skills

- Excellent command of Microsoft Office and Open Office
- Excellent command of Microsoft Windows, Ubuntu (or other Linux distribution) operating systems (installation, debugging, maintenance)
- Excellent command of statistical analysis software (SPSS, SisStat, Statistica...)
- Good vectored graphic design skills (Corel Draw, Inkscape, Adobe Illustrator) and photo editing (Gimp, Photoshop)
- Advanced skills of computer programming (Visual Basic, C#, C++, and others)
- Good web design competencies (PHP, HTML, CSS) and database management (MySQL, SQL)
- Excellent database exploitation skills, data storage optimization and research reports
- Good hardware debugging and maintenance skills

Other skills

- Radio telecommunication
- Semi-Professional photography
- Electronic debugging and basic repairs
- Model plane flying and assembling
- Basic car and motorcycle mechanics
- Weapons and ammunition training course certification
- DIY

Driving license

- B category from November 2005

ADDITIONAL INFORMATION

- Publications
- Presentations
- Projects
- Conferences
- Seminars
- Honors and awards
- Memberships
- References

Publications, Presentations & Conferences

- As a member of the marketing department I published more than 30 scientific articles in the past 5 years (can be presented on demand in full text in English)
- I presented papers at more than 14 international scientific conferences in 5 foreign countries (Greece, Austria, Moldavia, The Russian Federation, Bulgaria – a complete list can be available on request)
- In my corporate years, I represented Rodipet and Depozitul de Calculatoare at various fairs and exhibitions as a speaker, trainer or public relation representative
- Various meetings of the district economic and education commissions (presentations, debates, lectures)

Seminars & Trainings

- Trainer in the “Manager XXI” project for school managers on marketing and customer relation management (founded by MECTS nr. 4736 / 12.07.2012)
- Trainer for the members of PDL (PPE affiliated political party) on electoral marketing
- Trainer for owners of small agricultural family businesses on how to market their products and access EU funding
- Organizers and back stage coordinator of Evrica 2012 (general knowledge contest for children sponsored by the Bucharest town hall)

Honors & Awards

- Scholarship for studying European Policies (the 2013-2014 Excellence in Politics Program) with the Konrad Adenauer Foundation (www.kas.de)
- Participant at the 2014 ISP-FHS communication school (Institute for Popular Studies and The Hans Siedel Foundation)
- Winner of numerous awards at the student scientific communication sessions (2002 -1st place in statistics and 3rd in services sections, 2003 – 1st place in the marketing section, 2004 – special mention for final year students in the marketing section and 2005 – 3rd place at the national marketing challenge held in Iași at Ioan Cuza University)
- Honorific diploma activity in the community center
- Honor award for “outstanding results and activity in informatics” from the “Dimitrie Leonida” high school.

Memberships

- Senior member of the Marketer Club NGO
- Active member of JCI Romania (Bucharest branch)
- Member and active political-marketing advisor of The Democratic Liberal Party (PDL) – PPE affiliated party from 2007 (political resume can be available on demand)
- Active member of the soccer team representing the Faculty of Marketing in the ASE football league