Oana Barbu-Băneș-Kleitsch

Nationality: Romanian **Place of birth:** Arad, Romania **Gender:** Female

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in **LinkedIn:** https://www.linkedin.com/in/oanabarbu10/

🔘 **Researchgate:** https://www.researchgate.net/profile/Oana-Barbu-Kleitsch?ev=hdr_xprf

🌐 **Website:** https://scholar.google.com/citations?user=BSfRku0AAAAJ&hl=en

📍 **Home:** ███████████████████████████████

WORK EXPERIENCE

🏛 *West University of Timișoara* – Timisoara, Romania

PhD Lecturer

[01/10/2012 – Current]

- Courses and seminars in: **Introduction to Advertising, Advertising Agency Management, Advertising Analysis, Advertising Methods and Strategies, Promotional Methods and Techniques, Advertising Psychology, Social Media, Online Advertising, Online Public Relations, Digital Copywriting, Principles of Online Storytelling, Transmedia Storytelling, Storytelling and Personal Branding;**

- Responsible for the Advertising Specialization within the Department of Communication Sciences.
- Responsible for the Master's Degree Advertising Communication in Digital Media
- Member in the Council of the Department of Communication Sciences.
- Event organizer; member of the Scientific Committee CESC – International Conference, LCC – International Exploratory Workshop,
- Facilitator and organizer of community projects: IP Erasmus International Summer School, Expo AdPoster, StudentFest- Advertising Panel, Marketing School, Recycle Print – ecological workshop, "Open Days", Rebranders, etc.
- Promoter of UVT events;
- Responsible for remedial activities in Rose projects;
- Coordinator of student teams in various exploratory projects and research;
- Conferences, workshops, and training sessions dedicated to students, university professors, and the business community.
- Year tutor and member of Peer2Peer Tutoring projects
- Coaching and mentoring.

🏛 *European Academy of Innovation* – Timisoara, Romania

Trainer -collaborator

[10/08/2021 – Current]

Designing and delivering training courses for adults in academia who are participating in Erasmus training projects.
Training sessions on the following topics:
- Communication Skills
- Sending Out your message: communication & dissemination
- Communication and Feedback
- People Skills
- Co-creative mindset and SHARED LEADERSHIP
- Online Communication
- Leadership Skills
- Creative Thinking

- Critical Thinking
- Digital Marketing
- Storytelling
- Online communication

🏛 *Chamber of Commerce, Industry and Agriculture Timiș (CCIA Timiș)* – Timisoara, Romania

Trainer – Digital Marketing Course

[12/02/2025 – Current]

- Designing and delivering training sessions on **digital marketing strategies**, **social media communication**, and **content creation tools** (Canva, Meta Business Suite, etc.);
- Guiding participants in the **development of online marketing campaigns** tailored to small and medium-sized enterprises;
- Providing **practical workshops** on topics such as digital branding, advertising formats, and audience targeting;
- Assessing participants' learning outcomes and offering **individualized feedback** to enhance their digital competences;
- Contributing to the **evaluation and reporting** activities within the *EchoTech* project in accordance with EU project standards.

🏛 *self employed* – Timisoara, Romania

Freelancer

[10/08/2012 – 20/03/2018]

- Communication campaigns in the corporate, cultural, educational, and sports fields.
- Branding and communication strategies in the corporate, cultural, and sports fields.
- PR and event organizer in the corporate, cultural, educational, and sports fields.
- Online communication strategist
- Instruction, training, and mentoring activities.

🏛 *Inhive Media and Communication* – Timisoara, Romania

Account Manager

[15/01/2008 – 15/01/2010]

- Concept and brand analysis,
- Copywriting;
- Communication strategies;
- Training;

🏛 *Signarama* – Timisoara, Romania

Account manager/Copywriter

[01/10/2006 – 01/07/2007]

- Account Management
- Concept and Brand Analysis
- Copywriting
- Market Research
- Training.

🏛 *Expo Design System* – Arad, Romania

Account Manager & Concept Development

[01/09/2005 – 01/09/2006]

- Client Account Manager
- Marketing planning
- Creative concept development
- Advertising campaign strategy

EDUCATION AND TRAINING

Postdoctoral studies
Babeș-Bolyai University [01/08/2011 – 20/04/2012]

City: Cluj-Napoca | **Country:** Romania | **Website:** https://ubbcluj.ro | **Field(s) of study:** Social sciences, journalism and information: ● Social sciences, journalism and information not further defined | **Level in EQF:** EQF level 8

PhD Studies
West University of Timișoara [01/10/2007 – 27/09/2010]

City: Timișoara | **Country:** Romania | **Website:** www.uvt.ro | **Field(s) of study:** Arts and humanities : ● Philosophy and ethics | **Final grade:** Magna cum Laude | **Level in EQF:** EQF level 8 | **Thesis:** From Theoretical Philosophy to Brand Philosophy

Master degree
West University of Timișoara [01/10/2005 – 15/07/2007]

City: Timișoara | **Website:** www.uvt.ro | **Field(s) of study:** Arts and humanities : ● Philosophy and ethics | **Final grade:** 10 | **Level in EQF:** EQF level 7 | **Thesis:** "Visual Communication in Advertising"

Master's Degree in Communication and Philosophy

Bachelor of Philosophy
West University of Timișoara [01/10/2001 – 22/07/2005]

City: Timișoara | **Country:** Romania | **Website:** www.uvt.ro | **Field(s) of study:** Arts and humanities : ● Philosophy and ethics | **Level in EQF:** EQF level 6 | **Thesis:** Advertising as an aesthetic field

Canva Teacher Essentials Certificate
Canva Design School [01/01/2025 – 09/01/2025]

Website: https://www.canva.com/design-school/certification-award/cdd60fd7-aa56-4ea1-9fa7-116b29298ad6 | **Field(s) of study:** Arts and humanities : ● Audio-visual techniques and media production

Skills acquired:
- **Design and visual communication** – ability to create visually engaging educational materials using Canva for Education;
- **Template customization** – adapting templates for lessons, assignments, and digital learning activities;
- **Writing AI prompts** – formulating effective prompts to generate creative and educational content with AI tools;
- **Collaboration and teamwork** – coordinating projects and sharing resources within educational teams;
- **Brainstorming and creative ideation** – generating innovative concepts for lessons and student engagement;
- **Presentation and facilitation** – designing and delivering interactive lessons, assignments, and feedback sessions;
- **Educational planning and assessment** – creating lessons with Canva's teaching resources, tracking student progress, and providing constructive feedback;
- **Time management and digital efficiency** – optimizing lesson planning with Magic Studio tools and online resources.

Digital Competences (Including Internet Safety and Cybersecurity)

APSAP Training Center Foundation (Fundația Centrul de Formare APSAP) [07/2024 – 08/2024]

City: București | **Country:** Romania | **Website:** https://cursuri-functionari.ro/ | **Field(s) of study:** Information and Communication Technologies: ● Inter-disciplinary programmes and qualifications involving Information and Communication Technologies (ICTs) | **Level in EQF:** EQF level 6

Accreditation: Ministry of Labour and Social Solidarity, Romania – Certificate Series R No. 0088004
Year: 2024
Main activities and responsibilities:
- Acquired theoretical and practical knowledge in **digital literacy**, **online safety**, and **cybersecurity awareness**;
- Developed competences in the **responsible use of digital technologies**, **data protection**, and **secure online communication**;
- Applied basic principles of **information security management** and **safe digital collaboration** in professional environments.

Skills and competences acquired:
- Digital literacy and information management
- Cybersecurity and data protection awareness
- Internet safety and responsible online behaviour
- Use of collaborative digital tools
- Problem-solving and adaptability in digital contexts

Developing Emotional Intelligence for Teaching Activities

Asociația Educația este Putere [04/2023 – 06/2023]

City: Slatina | **Country:** Romania | **Website:** https://aeep.ro/ | **Field(s) of study:** Education: ● Inter-disciplinary programmes and qualifications involving education

Accreditation: Romanian Ministry of Education – Certificate No. OMEC 3631/04/22, Series A No. 000718
Year: 2023
Main activities and responsibilities:
- Completed a certified training focused on **emotional intelligence and self-management in educational contexts**;
- Learned to apply **empathy, active listening, and emotional regulation** techniques in teaching and communication with students;
- Participated in exercises and case studies on **conflict management**, **motivation**, and **stress reduction** in academic environments.

Skills and competences acquired:
- Emotional awareness and self-regulation
- Empathic communication and interpersonal skills
- Classroom management and conflict resolution
- Motivation and resilience strategies in teaching
- Reflective and student-centred pedagogical practice

Developing Socio-Emotional Skills

Asociația Educația este Putere [02/2023 – 04/2023]

City: Slatina | **Country:** Romania | **Website:** https://aeep.ro/ | **Field(s) of study:** Education: ● Inter-disciplinary programmes and qualifications involving education

Accreditation: Romanian Ministry of Education – Certificate No. OMEC 3631/05/23, Series B No. 000069
Year: 2023
Main activities and responsibilities:
- Participated in a certified training program focused on **enhancing socio-emotional competences** in educational and professional contexts;
- Engaged in practical exercises to strengthen **communication, empathy, teamwork, and adaptability**;
- Applied socio-emotional learning (SEL) principles to improve collaboration and classroom climate.

Skills and competences acquired:
- Emotional intelligence and empathy development
- Teamwork and collaborative communication

- Adaptability and resilience in dynamic environments
- Active listening and conflict mediation
- Promotion of positive classroom and organizational culture

Certified Trainer Programme
Training Teaching Center [12/2021 – 01/2022]

City: București | **Country:** Romania | **Website:** https://www.curs-formare.ro/ | **Field(s) of study:** Education:
● Inter-disciplinary programmes and qualifications involving education | **Final grade:** 10

Accreditation: Accredited under the Romanian Ministry of Labour and the Ministry of Education, Certificate Series N
No. 0142553
Year: 2022
Main activities and responsibilities:
- Completed a nationally accredited course in **adult training and instructional design**;
- Gained expertise in **planning, delivering, and evaluating training sessions** for adult learners;
- Developed competencies in **training needs analysis, group facilitation, and feedback techniques**;
- Designed and implemented **learning materials and assessment tools** aligned with national standards.
Skills and competences acquired:
- Pedagogical and andragogical methods for adult education
- Training session design and implementation
- Group facilitation and communication skills
- Evaluation and feedback in educational contexts
- Curriculum planning and instructional design

Teaching and Learning in Higher Education – An Evidence-Based Approach
West University of Timișoara – Center for Academic Development (CDA) [12/2020 – 05/2021]

City: Timișoara | **Country:** Romania | **Website:** www.cda.uvt.ro | **Field(s) of study:** Education: ● Inter-disciplinary
programmes and qualifications involving education | **Level in EQF:** EQF level 7

Project: *Access and Equity in Universities. Innovative Entrepreneurial Approaches for Students and Academic Staff*
Main activities and responsibilities:
- Completed a postgraduate programme focused on **evidence-based teaching and learning methods** in
  higher education;
- Analyzed **empirical research in pedagogy** to enhance instructional quality and student engagement;
- Designed and implemented **innovative, student-centred learning strategies**;
- Participated in workshops and assessments related to **curriculum design, educational innovation, and
  reflective teaching practice**.
Skills and competences acquired:
- Evidence-based pedagogical strategies in higher education
- Curriculum development and instructional innovation
- Reflective and student-focused teaching approaches
- Application of educational research to teaching practice
- Academic mentoring and evaluation methods

Online Certificate Course: Transmedia Storytelling – Narrative Worlds, Emerging Technologies, and Global Audiences
UNSW Sydney, Australia – via Coursera [07/2020 – 09/2020]

Website: https://www.coursera.org/account/accomplishments/verify/JPLPHMMF5337 | **Field(s) of study:** Social
sciences, journalism and information: ● Social sciences, journalism and information not further defined | **Level in
EQF:** EQF level 7

- Completed an international online course on **transmedia storytelling**, focusing on narrative design across
  multiple digital platforms;
- Analyzed **case studies of global media franchises** and their strategies for engaging diverse audiences;
- Explored the role of **emerging technologies** (AR, VR, gaming) in constructing interconnected story worlds;
- Applied transmedia principles to **content creation, audience interaction, and digital brand storytelling**.
Skills and competences acquired:
- Transmedia narrative design and strategy

- Cross-platform communication and audience engagement
- Creative storytelling using emerging technologies
- Digital content planning and coordination
- Understanding global media ecosystems and storytelling cultures

Specialization Courses: Sport Branding & Organizational Image and Identity

IARSIC [02/2012 – 03/2012]

City: Montpellier | **Country:** France | **Website:** https://www.iarsic.com/ | **Field(s) of study:** Social sciences, journalism and information: ● Social and behavioural sciences not further defined

Certified Mentor/Tutor Programme

National Association of Mentors – ANMEDEP, Romania [29/04/2010 – 11/06/2010]

City: Arad | **Country:** Romania | **Website:** https://www.anmedep.ro/ | **Field(s) of study:** Education

- Completed a certified national programme in **mentorship and tutoring for professional and educational contexts**;
- Gained expertise in **guiding and supporting learners' personal and professional development**;
- Applied mentoring methodologies in **career counselling, supervision, and skills transfer** processes;
- Participated in activities focused on **evaluating progress and motivating adult learners**.

Skills and competences acquired:
- Mentoring and coaching techniques
- Educational guidance and supervision
- Communication and interpersonal skills
- Motivation and feedback strategies
- Professional ethics and learner-centred mentoring

LANGUAGE SKILLS

Mother tongue(s): Romanian

Other language(s):

English

LISTENING C1 READING C1 WRITING C1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

French

LISTENING B2 READING B1 WRITING B1

SPOKEN PRODUCTION A2 SPOKEN INTERACTION A2

German

LISTENING B1 READING A2 WRITING A2

SPOKEN PRODUCTION A2 SPOKEN INTERACTION A2

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

SKILLS

Communication and Social Skills

Public Speaking and Public Relations / Interpersonal Communication / Adaptability to different cultures and changes and willingness to learn / emotional intelligence / Leadership and Teamwork / Conflict Management & Conflict Resolution / constructive dialogue / Listening and empathy

Organisational and Managerial Skills

Event planning / Academic Coordination / project management / Team work and Team Leadership / Decision-making

Digital Skills

windows, macOS, android, iOS operating systems / Microsoft Office and Google / adobe creative suite / Canva Graphic App / cyber security / Advanced Knowledge of Editing Apps (CapCut, VSCO, Meitu) / social media management / media and information literacy

Artistic and Cultural Skills

visual arts / narrative / contemporary philosophy / aesthetics / storytelling / digital culture

Other Competences

Emotional intelligence and mentoring / lifelong learning / Cultural awareness and diversity sensitivity / Research and analytical thinking / Pedagogical innovation / Ethical and responsible conduct / Adaptability

PUBLICATIONS

Education through advertising's metaphors Write here the descriptionArticle analyzing the pedagogical potential of advertising metaphors in education.

Barbu, Oana (2011), "Education through advertising's metaphors", Journal Plus Education, ISSN: 1842-077X, E-ISSN (online) 2068 – 1151, Vol VII (2011), No. 1, pp. 66-76

Brand cultures: Between Identity and Image Explores the cultural and symbolic dimensions of brands, analysing the dynamic relationship between brand identity and audience perception.

Barbu, Oana (2012), Brand cultures: Between Identity and Image in the "Mediterranean Journal of Social Scienc-es" (ISSN 2039-9340 print; ISSN 2039-2117 online), vol 3, Issue 9, pp.47-55

Understanding Advertising's Symbols: Between Metaphor and Everyday Life Analyses advertising as a symbolic system that shapes cultural interpretation, emphasizing the everyday role of metaphors in consumer understanding.

Barbu, O. (2012). Understanding advertising's symbols: Between metaphor and everyday life. In Ș. Bratosin & M. A. Tudor (Eds.), Communication du symbolique et symbolique de la communication dans les sociétés … (pp. 281–291). Institutul European.

Critical analysis of information in the advertising discourse: Case study of the advertising poster Applies critical discourse analysis to visual advertising, revealing mechanisms of persuasion and ideological construction in poster design.

Clitan, G., & Barbu, O. (2012). Critical analysis of information in the advertising discourse: Case study of the advertising poster. In Epistémologie de la communication: Bilan et perspectives (pp. 37–48). Institutul European

The social role of brands. Examines how brands act as social actors, shaping values, identities, and community belonging in contemporary societies.

Barbu, O. (2013). The social role of brands. In Applied social sciences: Communication studies (Vol. 3, pp. 3–11). Cambridge Scholars Publishing.

Microtargeting in social media: Definitions and ethical issues Investigates the ethical implications of microtargeting practices in social media advertising and their impact on user autonomy.

Barbu, O. (2013). Microtargeting in social media: Definitions and ethical issues. Studia Universitatis Babeș-Bolyai – Ephemerides, 2, 83–90

Advertising, microtargeting and social media Discusses the relationship between personalized advertising and data-driven communication, focusing on microtargeting techniques.

Barbu, O. (2014). Advertising, microtargeting and social media. Procedia – Social and Behavioral Sciences, 163, 44–49. Elsevier.

Use of hyperboles in advertising effectiveness Analyses the rhetorical use of hyperbole in advertising and its contribution to message memorability and persuasion.

Barbu-Kleitsch, O. (2015). Use of hyperboles in advertising effectiveness. In RCIC 2015 – Redefining community in intercultural context (pp. 175–185). Henri Coandă Air Force Academy Publishing House.

Advertising, social media and the use of religious symbols Explores the intersection between advertising, religion, and digital media, questioning the ethical boundaries of symbolic appropriation.

Barbu-Kleitsch, O. (2015). Advertising, social media and the use of religious symbols. In SMART 2015 – Social Media in Academia (pp. 1–5). Editografica Publishing House.

Elements of national identity in nowadays social media Analyses how national identity narratives are reconstructed and reinterpreted through user-generated content on social media platforms.

Barbu-Kleitsch, O. (2016). Elements of national identity in nowadays social media. In Recent ideas and research in social sciences (pp. 158–167). EUSER.

La manipulation du comportement électoral par le biais des symboles religieux Examines the use of religious symbols as persuasive tools in digital political communication and their ethical implications.

Clitan, G., & Barbu-Kleitsch, O. (2019). La manipulation du comportement électoral par le biais des symboles religieux. In Politique et religion au défi de la communication numérique (pp. 165–189). L'Harmattan.

Distorting the message of religious symbols by fallacious reasoning in electoral posters Analyses fallacious argumentation in political posters, revealing how religious imagery is manipulated to influence electoral behavior.

Clitan, G., & Barbu-Kleitsch, O. (2020). Distorting the message of religious symbols by fallacious reasoning in electoral posters. In S. Sava, C. Borca, & G. Clitan (Eds.), Collective capacity building (pp. 59–72). Brill | Sense Publishers.

Mental filters used in manipulating the vote through electoral posters containing religious symbols Continues the authors' research on symbolic manipulation in electoral campaigns, focusing on cognitive framing and social influence.

Clitan, G., & Barbu-Kleitsch, O. (2021). Mental filters used in manipulating the vote through electoral posters containing religious symbols. In Innovative instruments for community development in communication and education. Trivent Publishing.

Challenges of personal branding for athletes in social media Examines the strategies and challenges of self-promotion and identity construction for athletes on digital platforms.

Volume, Issue and Pages: pp.115-133

Rad, D., Dughi, T., Maier, R., Golu, F., Birle, D., Toderici, O., Ardelean, V. (2025). A behavioral sciences perspective on digital well-being. Berlin, Germany: Peter Lang Verlag. Retrieved Oct 8, 2025, from 10.3726/b22578

[2025]
The Influence of FOMO on Shopping Motivation and Compulsive Buying in Young Adults This quantitative study examines the psychological mechanism through which the **Fear of Missing Out (FOMO)** influences shopping motivation and compulsive buying tendencies among young adults, offering empirical evidence on the mediating role of emotional and social drivers in digital consumer behavior.

Authors: Barbu Kleitsch, O., & Drămnescu, B. | **Journal Name**: Journalism and Media | **Volume, Issue and Pages**: 6(3), 139 | **Publisher**: MDPI

Barbu Kleitsch, O., & Drămnescu, B. (2025). The Influence of FOMO on Shopping Motivation and Compulsive Buying in Young Adults. Journalism and Media, 6(3), 139.

[2026]
Dark Tourism Storytelling and Trauma Narratives: Insights from Romanian Promotional (Tourism) Campaigns