



Adina Baya

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ABOUT MYSELF

Media Communication Specialist

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EDUCATION & TRAINING

PhD. in Philology

West University of Timișoara [01/10/2007 - 01/07/2011]

City: Timișoara | **Country:** Romania

Level in EQF: 8

Media studies, critical theory, contemporary American literature.

Thesis title: *Media and Hyperreality in Don DeLillo's Fiction*

Doctoral Research in Critical Theory

Cornell University [02/06/2008 - 30/07/2008]

City: Ithaca, New York | **Country:** United States

School of Criticism and Theory, 32nd edition

M.A. in Media Policy

Central European University [01/09/2006 - 01/07/2007]

City: Budapest | **Country:** Hungary

Level in EQF: 7

Media policy, media studies, public policy.

Thesis title: *The Concentration of Media Ownership in Romania: Supporting or Challenging Pluralism and Media Freedom?*

M.A. in Creative Writing

West University of Timișoara [01/10/2004 - 01/07/2006]

Level in EQF: 7

Creative writing, media communication.

Thesis title: *Creative Approaches in Advertising Romanian Media Channels*

B.A. in Journalism & English

[01/10/1999 - 01/07/2003]

City: Timișoara | **Country:** Romania

Level in EQF: 6

Journalism and English Language & Literature

Thesis title: *Mix-marketing Strategies in Promoting Romanian Films*

Online Course Certificate in Transmedia Storytelling

The University of New South Wales - via Coursera [02/06/2022 - 06/08/2022]

City: Sydney | Country: Australia

Transmedia Storytelling: Narrative worlds, emerging technologies, and global audiences

Online Course Certificate in Creative Thinking

Imperial College London - via Coursera [15/12/2020 - 20/02/2021]

City: London | Country: United Kingdom

Creative Thinking: Techniques and Tools for Success

WORK EXPERIENCE

West University of Timișoara - Romania, Timișoara

Lecturer in communication and media

[01/02/2016 - Current]

Media writing and interviewing.

Journalistic genres and formats.

Radio and podcasting.

Creative writing.

Persuasive techniques in media communication.

Environmental communication.

West University of Timișoara - Romania, Timișoara

Junior lecturer

[01/02/2004 - 01/02/2016]

Media writing and interviewing.

Journalistic genres and formats.

Creative writing.

British Academy for Business and Communication - Romania, Remote

Journalism lecturer

[09/03/2006 - 12/03/2014]

Online courses in journalism and persuasive communication.

Lingo24 Translation Services - Romania, Timișoara

Marketing consultant

[24/01/2006 - 09/01/2008]

Develop and implement marketing & PR strategies targeting international audiences.

Profile Communication - Romania, Timișoara

Advertising copywriter

[14/01/2003 - 11/01/2005]

Develop and implement PR & advertising campaigns for local and national audiences.
Write slogans and scripts, and work closely with graphic designers.

Revista Orizont - Romania, Timișoara

Journalist

[20/01/2000 - Current]

Cover cultural events.

Monthly film review column.

SKILLS

journalism | mentor individuals | give constructive feedback | develop course outline | write work-related reports | assess students | communication sciences | curriculum objectives | digital journalism | writing techniques | monitor developments in field of expertise | demonstrate when teaching | perform project management | Microsoft Office | media communication | Social Media | Microsoft Powerpoint | Google Drive | teach journalistic practices | Organizational and planning skills | Team-work oriented | journalistic principles | Journalistic experience (in-depth analysis, op-ed, features etc.) | ethical code of conduct of journalists

LANGUAGE SKILLS

Mother tongue(s): Romanian

English

LISTENING: C2 READING: C2 WRITING: C2

SPOKEN PRODUCTION: C2

SPOKEN INTERACTION: C2

French

LISTENING: B2 READING: B2 WRITING: B1

SPOKEN PRODUCTION: B1

SPOKEN INTERACTION: B1