

Anca Zinculescu

Educational outreach production coordinator for the European Space Agency

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When I started working 12 years ago I had a dream of communicating with the world about the beautiful projects I would work for. Opportunities arose and doors opened for exciting and new horizons, which gave me the chance to explore different fields and gain new skills. From PR and marketing to graphic and web design and now project coordination, I am constantly perfecting present skills and adding new ones to my portfolio

My enthusiasm and dedication have been constants in the course of my career, as I have always been a very analytical person geared towards results. I have a strong passion for taking the lead of projects and teams and I concentrate all my attention and resources in ensuring a smooth process and a successful outcome.

My interest in pursuing a career path in project management has been crystalizing in the past 4 years when I've got the opportunity to learn these skills by coordinating the outreach and communication activities, projects and events for ESA's Education Office.

Technical skills

- Adobe Photoshop, InDesign, Illustrator
- Content management system (eZ Publishing)
- Trello for project task management
- HTML and CSS

Professional experience

Educational outreach production coordinator - European Space Agency (www.esa.int)

May 2015 - Present

As a coordinator of the communication and outreach activities of ESA's Education Office, my main responsibilities are:

- Coordination of all communication and outreach activities in support for the European Space Agency's Education programme.
- Coordination of the Education activities for ESA's Open Day – annual event with more than 9000 visitors
- Management of the evolution of the ESA Education website (using the ESA customised web content management system eZ Publishing).
- Coordination the graphic production for ESA Education outreach products (e.g. brochures, posters, etc);.
- Creation and maintenance of the ESA Education-related visual identity branding and manuals for all ESA Education projects and products.

Web and Graphic Designer - European Space Agency (www.esa.int)

October 2012 - May 2015 (2 years 8 months)

As a web and graphic designer for ESA's Education Office, my main responsibilities were to:

- Design for educational publications, teaching and outreach materials (e.g. brochures, posters, gadgets etc), as well as follow-up of their production (with external providers when required).
- Create new corporate identity and user guidelines for the ESA Education projects.
- Participate in graphical projects and monitor the proper use of ESA's corporate identity.
- Update and maintain the Education web portal and associated sites using the ESA customized web content management system (eZ Publishing).
- Web design for Education website including the all subsections related to running education projects.
- Update and maintain the ESA Education social media channels (Facebook, Twitter).

Graphic and Web Designer - BPP Professional Education (www.bpp.com)

February 2009 - October 2012 (3 years 9 months)

As a web and graphic designer for BPP Professional Education, my main responsibilities were to:

- Design the graphics and layout for all communication and promotional materials (e.g. brochures, leaflets, newsletters, press releases, website articles) in accordance with brand policies and guidelines.
- Coordinate the implementation of the corporate website design for the Central and Eastern Europe offices. This included conducting trainings for fellow web designers, delegating and giving feedback on progress.
- Website content management and editing.
- Design the company's national branding identity in accordance with the core corporate identity.
- Design templates for documents such as proposals, invoices, database outputs, event invitations, online materials, etc.

Marketing coordinator - BPP Professional Education (www.bpp.com)

October 2008 - March 2012 (3 years 6 months)

As a marketing coordinator for BPP Professional Education, my main responsibilities were to:

- Coordinate all marketing and PR campaigns of the company.
- Design and implement marketing strategies.
- Develop and implement both ATL and BTL advertising methods.
- Organize events.
- Prepare budgets for all marketing and PR activities.
- Liaise with the PR agency – revise press releases, articles and other press materials
- Ensure smart and professional look of the premises – advise on building / atmosphere improvements.

Front desk assistant - BPP Professional Education (www.bpp.com)

September 2007 - October 2008 (1 year 2 months)

As a front desk assistant for BPP Professional Education, my main responsibilities were to:

- Take all phone calls and connect to back office
- Keep in touch with providers and centralise all correspondence
- Translate different documents both for external and internal purpose
- Constantly update the database information
- Participating to events organisation
- Assisting the office manager in different internal procedures

Education

National School of Political and Administrative Studies

Master, Public Relations · (2011 - 2014)

University of Bucharest

Bachelor, Social Communication and PR · (2005 - 2008)

Courses

Adobe Photoshop - 2011

Hobbies and other interests

Reading, travel, child psychology, space, running