



## Maria Robu

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### WORK EXPERIENCE

**The Executive Agency for Higher Education, Research and Innovation Funding – Bucharest, Romania**

#### National Contact Point (NCP) for Horizon Europe Program

[ 03/12/2025 – Current ]

- Dissemination of general and topic-specific Horizon Europe documentation related to **Cluster 1 – Health**, including information on eligibility and participation rules, proposal submission requirements, and reporting obligations for funded Research & Innovation projects.
- Organisation of promotional and informational activities such as **information days (Info days), seminars, conferences, newsletters, written/published guidance materials, support materials, website updates, and brokerage/partnering events.**
- Increasing awareness within Romania's research, clinical, and innovation communities regarding funding opportunities under **Horizon Europe – Cluster 1 (Health).**
- Providing guidance to researchers and organisations in Romania to strengthen their participation in **Cluster 1 – Health**, including advice on strategic fit with calls/topics, consortium requirements, and coordination between stakeholders.
- Providing advice and training on the preparation of **Cluster 1 – Health** project proposals (RIA/IA/CSA), including the organisation of training sessions and workshops (online and onsite) to ensure high-quality support services.
- Explaining the objectives, scope and application approach for different action types within **Cluster 1 – Health** (RIA, IA, CSA, PPI), including key evaluation criteria (Excellence, Impact, Implementation).
- Supporting partner search and networking activities through online tools, cooperation networks, and partnership services, facilitating connections between Romanian entities and European consortia.
- Organising targeted thematic sessions for specific audiences (e.g., universities, research institutes, hospitals, SMEs) on specialised topics relevant to Cluster 1 – Health.
- Representing the institution at NCP network meetings and at events and briefings organised by the European Commission and related bodies.
- Coordinating Cluster 1 – Health NCP activities at institutional level, ensuring alignment with national stakeholders and EU-level communication and support mechanisms.

**Join UP! Romania – Bucharest, Romania**

#### Marketing manager

[ 10/06/2023 – 15/10/2025 ]

- I coordinated the launch and operational development of the international brand **Join UP!** on the Romanian market, managing complex integrated marketing projects across both **B2B** and **B2C** segments.
- Planned and implemented nationwide awareness and promotional campaigns (online and offline), in collaboration with public institutions (Egypt's Ministry of Tourism), media partners, and international stakeholders.
- Monitored campaign performance and regularly reported results to regional management.
- Developed communication networks and partnerships between entities in Romania and other European countries, contributing to increased participation in joint projects and initiatives.
- Built and led a team of 7 specialists in Romania, facilitating cooperation between local departments and headquarters and strengthening internal processes.
- Managed annual budgets exceeding **€1 million**, tracking efficiency indicators and the economic impact of activities.

## **Budureasca** – Bucharest, Romania

### **International Projects Manager**

[ 12/03/2017 – 09/04/2023 ]

- Coordinated projects funded under the *Wine Promotion Measure in Third-Country Markets*, within the *National Support Programme for the Wine Sector (PNSV)*, implemented through **EAGF (FEGA) – MADR / APIA** (2017–2023), with budgets ranging from **€250,000 to €500,000 per project**.
- Designed the projects' activity plans and budget structures, ensuring implementation, monitoring, and reporting to **APIA**, as well as the reimbursement of eligible costs in line with the funding agreements.
- Organised information campaigns, professional presentations, and international networking events (USA, Japan, South Korea, the United Kingdom, Canada).
- Developed partnerships with public institutions, consulates, and professional associations, contributing to strengthening the visibility of Romanian products in international markets.
- Demonstrated strong strategic analysis, planning, and negotiation skills in multicultural contexts.

## **Perfect Tour** – Bucharest, Romania

### **Regional Marketing Coordinator**

[ 01/03/2011 – 09/10/2016 ]

- Implemented advanced CRM and digital marketing automation tools (Mailchimp, segmentation, performance tracking), growing the customer database to over **12,000 contacts** and achieving a **10% engagement rate per newsletter**.
- Launched multiple new travel products and services on the Romanian market, developing marketing materials and campaigns that successfully positioned them for both **B2B** and **B2C** clients.
- Coordinated regional marketing initiatives across **Romania, the USA, and Bulgaria**, ensuring consistent brand presence and market-tailored communication.
- Represented Perfect Tour at international fairs and exhibitions, coordinating the company's participation and managing on-site promotion.
- Contributed to the development of a multilingual website with an integrated online booking and payment system, improving user experience and conversion rates.
- Oversaw SEO/SEM implementation and Google Analytics setup, enabling data-driven marketing decisions.
- Acted as a bridge between Sales, IT, and Marketing teams, optimising workflows for publishing thousands of travel offers and aligning internal processes.
- Drove digital and product transformation by modernising the company's marketing approach and strengthening its competitive position in international tourism markets.

## **Agency for Information Society Services** – Bucharest

### **Public Administration Expert**

[ 15/05/2009 – 15/01/2010 ]

- I contributed to the initiation and development of the **National Electronic System (SEN)** and the **Ghiseul.ro** platform—strategic projects aimed at digitising Romania's public administration.
- Coordinated nationwide information and training campaigns to support the registration of public institutions within SEN and the adoption of digital citizen-facing communication solutions.
- Contributed to the analysis and definition of development needs for government IT systems, helping formulate functional and operational requirements for nationwide implementation.

## **Domeniul Știrbey** – Buftea, Romania

### **PR & Marketing Specialist**

[ 09/04/2008 – 10/05/2009 ]

- Created and strengthened Domeniul Știrbey's visual brand identity, positioning it as a premium venue in the Romanian market.
- Launched and promoted innovative event services that were previously unavailable on the local market, increasing brand awareness and attracting new clients.

- Coordinated high-profile events—including celebrity weddings (e.g., Cristian Chivu) and corporate gatherings—balancing media visibility with client confidentiality.
- Represented the brand at fairs and exhibitions, coordinating participation and promotional materials.
- Managed press relations and crisis communication, ensuring positive media coverage and protecting the brand's reputation.
- Recognised for strong event management and PR skills, handling sensitive situations with adaptability and composure.

## **Mira Telecom** – Otopeni, Romania

### **Marketing Coordinator**

[ 15/06/2007 – 01/04/2008 ]

- Oversaw the implementation of the visual identity guidelines (brand book), ensuring consistency across all company materials.
- Coordinated the design and production of marketing collateral for both domestic and international markets.
- Supported the company's participation in fairs and exhibitions, representing the brand and managing on-site promotional activities.
- Contributed to strengthening Mira Telecom's corporate identity and visibility in a competitive B2B environment.

## **CMB Travel** – Bucharest, Romania

### **Marketing and PR Specialist**

[ 15/03/2005 – 10/06/2007 ]

- Managed the company's participation in international travel fairs and events, coordinating logistics and promotional materials.
- Launched and edited the company's in-house travel newspaper, creating a new communication channel for clients and partners.
- Organised special events and promotional campaigns, supporting both B2B and B2C sales.
- Developed strong skills in PR, communication, and marketing, building a solid foundation for future strategic and international roles.

## **EDUCATION AND TRAINING**

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### **Internal Auditor**

**Top Quality Management** [ 24/08/2020 – 27/08/2020 ]

City: Bucharest | Country: Romania

### **Projects Evaluator**

**Extreme Training** [ 12/10/2020 – 22/10/2020 ]

City: Bucharest | Country: Romania

### **EU Structural & Cohesion Funds Specialist**

**CRFPA** [ 06/03/2017 – 30/04/2017 ]

City: Bucharest | Country: Romania

### **Certified Mediator**

**Pro Medierea** [ 10/03/2011 – 15/06/2011 ]

City: Bucharest | Country: Romania

### **Masters' Degree**

**SNSPA** [ 05/10/2004 – 01/07/2006 ]

City: Bucharest | Country: Romania | Level in EQF: EQF level 8

Human Resources Management

## Bachelor's Degree

**SNSPA** [ 01/10/2000 – 31/07/2004 ]

City: Bucharest | Country: Romania | Level in EQF: EQF level 8

Communications and Public Relations Diploma

### LANGUAGE SKILLS

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**Mother tongue(s):** Romanian

**Other language(s):**

**English**

**LISTENING C2 READING C2 WRITING C2**

**SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2**

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

### SKILLS

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#### DIGITAL SKILLS

Microsoft Office / Microsoft Excel / Microsoft Word

#### MANAGEMENT AND LEADERSHIP SKILLS

Designing and implementing strategy for the allocated program / Vision, planning, innovation, interpersonal communication / lead the brand strategic planning process

#### ORGANISATIONAL SKILLS

Operational plan - creation and implementation, performance monitoring / creation and implementation of physical, hybrid, online events / problem solving, integrity, motivation, development

#### COMMUNICATION AND INTERPERSONAL SKILLS

Interpersonal communication, written communication

### PROJECTS

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[ 01/05/2017 – 01/04/2023 ]

#### EU-funded Wine Promotion Projects in Third-Country Markets – USA & Japan

- Coordinated EU-funded wine promotion activities aimed at increasing the visibility and market presence of Romanian wines in the **United States and Japan**.
- Planned and implemented integrated promotion actions, including professional tastings, trade presentations, B2B meetings, and participation in international fairs.
- Liaised with local partners, trade professionals, and institutional stakeholders, ensuring compliance with EU funding requirements and effective market outreach.

[ 15/05/2018 – 01/04/2023 ]

#### **EU-funded Wine Promotion Projects in Third-Country Markets – Canada & South Korea**

- Managed EU-funded promotional projects focused on strengthening the positioning of Romanian wines in **Canada and South Korea**.
- Organised communication campaigns, networking events, and professional wine presentations tailored to the specific characteristics of each market.
- Coordinated project implementation, monitoring, and reporting in line with contractual and regulatory requirements.

[ 15/05/2022 – 01/04/2023 ]

#### **EU-funded Wine Promotion Projects in Third-Country Markets – United Kingdom**

- Coordinated EU-funded wine promotion activities targeting the **UK market**, with the objective of expanding commercial contacts and enhancing brand recognition among trade professionals.
- Supported participation in specialised fairs and industry events, facilitating interactions between Romanian producers and international buyers.
- Ensured operational coordination, promotional materials development, and alignment with EU programme guidelines.

### **EVALUATOR EU-FUNDED WINE PROMOTION PROJECTS IN THIRD-COUNTRY MARKETS**

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[ 01/05/2017 – 01/04/2023 ]

#### **Technical & Financial Evaluator - EU-funded Wine Promotion Projects in Third-Country Markets – USA & Japan**

- Assessed the technical coherence and financial structure of EU-funded wine promotion actions targeting the **United States and Japan**, in line with programme objectives and eligibility rules.
- Evaluated proposed activities, cost allocations, and budget justification against market-specific objectives and contractual requirements.
- Reviewed implementation logic, risk mitigation measures, and compliance with EU funding rules to ensure sound financial management and effective use of public funds.

[ 15/05/2018 – 01/04/2023 ]

#### **Technical & Financial Evaluator - EU-funded Wine Promotion Projects in Third-Country Markets – Canada & South Korea**

- Performed technical and financial evaluation of EU-funded promotion projects focused on **Canada and South Korea**, assessing relevance, feasibility, and cost-effectiveness.
- Analysed budget structures, eligibility of expenditures, and alignment between planned actions and expected market outcomes.
- Contributed to the assessment of monitoring and reporting frameworks, ensuring compliance with funding guidelines and accountability standards.

[ 15/05/2022 – 01/04/2023 ]

#### **Technical & Financial Evaluator - EU-funded Wine Promotion Projects in Third-Country Markets – United Kingdom**

- Evaluated EU-funded wine promotion proposals and implementation reports addressing the **UK market**, with a focus on technical quality and financial soundness.
- Assessed the consistency between proposed activities, financial resources, and performance indicators, in accordance with programme rules.
- Reviewed documentation related to expenditure justification, reporting accuracy, and overall compliance with EU funding and control requirements.