



Welcome to my CV

## PERSONAL INFORMATION

Name Pura Patricia Florina

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YouTube Channel: [https://www.youtube.com/channel/UCZ\\_PPS-dy\\_hZqSF2fADTOGQ](https://www.youtube.com/channel/UCZ_PPS-dy_hZqSF2fADTOGQ)

Nationality: Romanian

Date of birth: 30 March 1991 (age 26)

Personal status: Engaged

Languages:

- Romanian (mother tongue)
- English (fluent/excellent)
- German (beginner)
- Spanish (beginner)
- Danish (beginner)
- French (beginner)

Driver's License Category: B



## PERSONAL PROFILE

I am a reliable and trustworthy person, passionate, ambitious, empathic, active and friendly with great social skills. I am a serious hard working woman. I have the capability to focus both on the theoretical part of a project (creating reports), as well as putting the activities into practice.

I'm experienced in project management, and my area of expertise being communication and leadership management. I am also able to facilitate compromises between people, build bridges between stakeholders and know how to get things done, and I have a great understanding of the tools that every innovative organization needs in order to succeed:

- A wider and deeper set of innovation skills, customized to fit both the organization's needs as well as my own career goals;
- A greater understanding of the best and most current research on innovation and entrepreneurship;
- Deeper insights into people serving – a powerful tool for innovation; I have not committed any felonies (yet), but I have my guilty pleasures and hobbies like eating salted chips, dancing, craft creating and enjoying the nature around me.

Today's top organizations' growth depends upon their dedicated, loyal, skilled and hardworking employees which are real assets of the organizations. My loyalty, sincerity, skills, education and dedication will surely be in the interest of your organization and that will enable me to be a valid asset for your company.

Through this experience I aim to gain more work background and hope to prove myself and my qualities enough to find a long term position in your company.

## WORK EXPERIENCE & INTERNSHIPS

### 2016 – Save Children Denmark

February 2016 - current

- Red Barnet Save Children Denmark (Odense, Denmark) Internship 2016 – Customer Service and Sales, Video producer and editor.

### 2015 – SMARTERS SRL-D

- SMARTERS SRL-D (GROZAWORLD Timisoara, Romania) September 2015 – December 2015 | Content Marketer, Blogger, Social Media specialist, Video producer and editor

### 2014 – Humble Refugee Center

- Humble Refugee Center Langeland, Denmark February 2014 | Teacher- Facilitator, Workshop creator, Artistic field: themes and techniques

### 2014 - 'Darinur Joy' Children Club

June 2014 – September 2014 | Project manager and developer

Responsibilities:

Project leader, starting up the Club from scratch – research, paperwork, going to lawyers, notary, registry of commerce, opening the company's bank account, organizing a timeline, managing the marketing campaign, etc. After opening the company I started preparing a strategy for the entire project:

- A. A work flow with tasks per day that we need to make in order to reach milestones
- B. A work schedule for club's functionality after opening
- C. A marketing strategy for the next year
- D. Research
- E. Managing Social Media

## **2013 - Hans Christian Andersen Museum, Odense, Denmark**

February 2013 – April 2013 | Project manager/ Social Media Marketing Manager

Responsibilities and delivered products:

- A. webpage for children, implemented into the museum's official website;
- B. 3 interactive touchscreen games, implemented into the museum;
- C. The "Special Picture Board", a large (200x300 cm) wooden panel with illustrated fairytale characters;
- D. Animated story based on H.C. Andersen's "Story of a mother", implemented in the museum's Relaxing Room;
- E. Designed and programmed an Interactive Floor ;
- F. Organized the H.C. Andersen's birthday celebration event (2nd of April);
- G. "Greetings video" compilation from all around the world, implemented in the museum;
- H. Children activities: treasure hunt, drawing exhibition, egg-stafet, bag race;
- I. Programmed a paper cut projection, "Thief of hearts", implemented in the museum;
- J. Social media manager;

## **2012, 2013 - Lillebaelt Academy, Odense, Denmark**

2013 | Chairman of DSR Student Union over the Multimedia Design department

2012 | Vice Chairman of DSR Student Union over the Multimedia Design department

Responsibilities:

- A. Project Generator,
- B. Teacher-Student Communication,
- C. Organizing and Coordinating events and activities

## EDUCATION

### **Bachelor Top-up Degree:**

August 2013 – February 2015 | Student

„Innovation and Entrepreneurship“ Bachelor Degree at Lillebaelt Academy of Professional Higher Education, Odense, Denmark

### **College AP Degree:**

August 2011 – February 2013 | Student

„Multimedia Design & Communication“ AP Degree at Lillebaelt Academy of Professional Higher Education, Odense, Denmark

### **Graphic Illustrator Diploma:**

2007 – 2010 | Student

“Popular School of Arts” Diploma specialization in Graphics, Timisoara, Romania

### **Previous Education and Certificates:**

- West University of Arts, Timisoara, Romania | 2010 (6 months)
- West University of Literature, Timisoara, Romania | 2010 (6 months)
- Popular School of Arts, Timisoara, Romania | 2007 - 2010 – Grade 9.75
- „National College Banatean“ High School, Timisoara, Romania | 2006 – 2010

## **Diplomas and Courses**

- TESOL Certificate (Teacher of English to Speaker of Other Languages)  
from UNI-Prep Institute in Canada
- Trainer Course Diploma from Business and Crafts School Foundation from Timisoara, Romania
- ECDL: European Computer Driving Licence (ECDL) also known as International Computer Driving Licence (ICDL);

## **Online Education - Courses and Diplomas:**

- Animal Behavior and Welfare – The University of Edinburgh (Coursera)
- Foundation in Blogging and Content Marketing –Shaw Academy
- Diploma in Digital Marketing –Shaw Academy
- Social Media Marketing –Shaw Academy
- Child Nutrition Training – Stanford University (Coursera)
- Stanford Introduction to Food and Health – Stanford University (Coursera)

## Other Examinations and Certificates:

- British & American Culture and Language Certificate – Expert
- Romanian Language and Literature Certificate – Expert
- Digital Skills Certificate – Expert
- Final Bacalaureate Examination – Grade 9.75
- Final Graphics Examination – Grade 9.75 / 10

## PROJECTS

I enjoy generating and developing different projects, and in order to gain experience and improve my performances, I have always been active starting my own movements getting involved in extra and educational projects. I have started working on my own projects since I was in school wanting to gain knowledge in working with different types of characters and various situations. I discovered that I have the ability to bring people together, facilitate their work and motivate them to start, pursue and end up their work with satisfaction by reaching the goal in the pre-established deadline.

Here are some examples of projects that can prove **my organizational skills**:

### 2016 Red Barnet Save Children Denmark, Odense, Denmark

[Red Barnet Save Children Denmark](#) is a retail shop selling children clothes and toys and deliver all income to families in need. With the help of the community the store is doing well and sending money constantly, assuring food, medicine and clothing for the mentioned situations. The need is tremendous!

Here I have worked in the official store and was responsible for many tasks such as: the internal organization, retail, sales and client management, also coming up with innovative ideas and solutions for better offline functioning (eg: handmade craft for clothes dividers), but also take advantage of my previous education and assure a better online promotion (social media elements, Facebook and Instagram videos and posters); Using my video production skills to create fun and friendly videos for their social media platform to raise the awareness and bring more customers in.



## **2015 Christian Association For Help Placement Center, Timisoara, Romania**

[Christian Association For Help](#), offers children and families in need social assistance, psychological support, psycho-pedagogical counseling -provides educational activities, tutoring and school recovery and also spaces for recreation and socializing.

Bucurie de Craciun 2015 (Joy for Christmas 2015) was a social project made in Timisoara, Romania in December of 2015. This Christmas Project was aiming to help parents and children from the Christian Association For Help (Counseling and Orphanage Center for families in need)

I had a great desire to make a connection between children who have a normal material situation, a family, and opportunity to study at a great school, with these less lucky children from the center. The purpose was of course to plant an emphatic seed and teach children to help one another and learn to build a friendship regardless of one's background.

I have facilitated a 1<sup>st</sup> graders class activity where we have created together clay figurines and painted/decorated them as Christmas gifts for the center. The young students worked with pleasure and joy; they have created beautiful Christmas tree decorations and wrote letters for the children at the center. The outcome was amazing.

I have said before and I will say it again- I strongly believe in new generations and in the power that we can give them to change this world for the better. Love and Education are the key.

## **2015 Havebæk Plejecenter Asylum, Odense Denmark**

[Havebæk Plejecenter](#) is an asylum for seniors in Odense Denmark. I decided to make a small workshop with youngsters, crafting candle holders and flower vases for seniors from this center.

The workshop took an entire pleasant afternoon, with relaxing breaks and enjoyable sweet cakes The outcome was beautiful and brought a lot of joy.

## 2014 Refugee Center, Langeland, Denmark

As a form of Art Therapy, I was holding these workshops at the [Refugee Center in Langeland](#), designed to get women and children to use a part of their time to be creative, to relax and help them free themselves from the problems that are facing.

I have learned a lot regarding facilitation and teaching and I got positive feedback from enthusiastic participants learning artistic techniques and create their own beautiful products and take them to their children. I am blessed to have this experience, I am happy to work with people and help them, and i strongly believe that It's very important to make everyone feel countable and needed, and i am doing my best to fulfill this belief.

## 2014 Autism Center, Odense Denmark

[Bihuset](#) receives children and adolescents aged 3-18 years with a diagnosis of autism spectrum.

For them I have organized an Easter project: A Spring Gift for children, creating original handmade gifts, using sweets, creating boxes, painting eggs and using cheerful decorations. The project developed perfectly, I was **teaching** students step by step different art techniques and we have achieved our final goal. The activity was done before Easter time, and the gifts will be sent to the center.

## 2013 Birkelund Orphanage, Odense Denmark

In November 2013 i started a "movement" among students and friends from Odense, and created an event where I asked for help in order to collect toys, and sweets before Christmas and deliver them to the children at the [Birkelund orphanage](#).

I am proud that I managed to motivate a lot of them to make this activity a priority.

## Additional initiated projects

2011-2015

During my activity in school, on a side i also wanted to send out a message to all students; encourage and motivate them to create their own projects, ask for help, for participants, support, get started, get moving, do something on your own, see how it's like before finishing soon, gain experience and have material to add in their CV.

A project like this was [Game Fever](#); started by a group of students who wanted to get gamers involved, create events among community, have marathons, contests, win prizes, invite great speakers etc. My contribution here was to guide them in developing their 1st event; find an opening for the conference room, helped them create T-shirts, have snacks and drinks for the guests etc.

[Free Hugs](#) project, wanted to show that even a foreign person can make a connection with a stranger even though it is a small one, it can be powerful in a way. The project was very well received in people's eyes, it got itself up on the Multimedia design and Communication College's website [here](#), and later on it was requested by the school's director, Michael Lundorff Hansen for the InnoEvent (the place where students and businesses collaborate in order to create new and innovative digital products for a better future); therefore [Free Hugs at INNOEVENT](#) was created also.

Other creative projects where I had the opportunity to exercise my leadership abilities and organizational skills were [Pumpkin Carving](#), [String Art](#), [introducing Cleaning Day](#) in school.

I have also organized events like [Cup of Tea Social](#), [X-pand Exhibition](#) and many educational workshops for students; activities of great importance built in order to improve students skills and increase confidence.

Meanwhile I have organized creative concepts such as "[The Strawberry School Project](#)". Having the desire to open my own center of art therapy someday i have used this concept idea for an exam project as part of my Bachelor in Innovation and Entrepreneurship programme.

Developing this strategy I gained a lot of experience in the research field (desk and field research) but mostly in data collecting, using interviews and questionnaires

# TECHNICAL SKILLS AND COMPETENCES

## **ECDL:**

European Computer Driving Licence (ECDL) also known as International Computer Driving Licence (ICDL);

- Advanced Word Processing
- Spreadsheets (Microsoft Excel)
- Advanced Presentation
- Database (Microsoft Access)

## **Adobe Suite:**

- Photoshop
- Illustrator
- Premiere Pro
- InDesign

## **Social Media:**

Content creator, blogging, strategist

- Facebook
- Twitter
- Instagram
- Pinterest
- Youtube

## **Web Content Management System Software:**

Content creator, blogging, website manager

- WordPress

# ARTISTIC SKILLS AND COMPETENCES

**Hobbies:** Nutrition, Writing, Drawing, Handmade & Craft, Video Producing & Editing, Dancing ☺

## **Nutrition:**

I promote and support 100% the [vegan](#) lifestyle and I created together with my fiancée a website where we are presenting this as a normal (-as it actually is) through important health matters, animal welfare information, recipes and more. (Visit Vegan Friends [here](#))

## **Writing:**

- My first SF book was "Story of David" sold online on Amazon.com.
- My first published children story was "Jumbo and the ears" followed by "New Friends and a lucky Chick".

## **Handmade - Drawing & Craft:**

- Back in high school I was drawing portraits a lot, and created my first graphic exhibition, drawing all my classmates and teachers. Was a great source of pocket money too.
- Another great source of pocket money was Handmade & Craft products that I was creating and selling them among network but also by participating to social events and fairs.
- I was always passionate about creating my own things, starting from jewelry to furniture and clothing, passion that like writing and drawing still have to this day.

## **Multimedia – I love Video production:**

- I enjoy video editing very much and I like to put together fun and motivational ideas and creative projects for others enjoyment. (Example: Free Hugs from MMD [video](#))
- I made step by step tutorials for creative crafts and edit them in descriptive videos in order to teach others. (Example: Teaching Kids How to Create a Month Calendar [video](#))
- I am promoting restaurants which have vegan healthy options for people to eat and make great videos for them. (Example: Coffee & Eat [video](#))

## ADITIONAL INFORMATION

Please check out my full activity and also other references and recommendation letters, on my portfolio website here: [www.inapura.com](http://www.inapura.com).

I hope you find my profile interesting and will give me an opportunity to elaborate my CV and application further in a personal meeting.

Kind Regards,

Ina Pura