



Spoaller Francisc Dorin

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Address: Minerilor 85 street, Cluj-Napoca, Romania (Work)

WORK EXPERIENCE

2008 – 2014 Cluj-Napoca, Romania

ONLINE MARKETING SPECIALIST SC INVEST ONLINE SRL

Marketing Online, Google Ads, Facebook Ads

2014 – CURRENT Cluj-Napoca, Romania

ONLINE STRATEGY CONSULTANT SPOALLER FRANCISC DORIN PFA

- online marketing in Google Ads,
- Facebook Ads
- online communication in Facebook Business
- online strategy
- web design
- graphic design in Adobe Creative CC
- photo-video editing in Adobe Creative CC
- video rendering in Adobe Creative CC
- product photography

2015 – 2019 Cluj-Napoca, Romania

CHIEF EXECUTIVE OFFICER INSTITUTUL DE DESIGN INTERIOR (WWW.IDDP.RO)

Organizing, promoting, and coordinating accredited interior design courses, architectural rendering courses, and architectural plotting courses.

2017 – 2019 Cluj-Napoca, Romania

ASSOCIATE, CHIEF MARKETING OFFICER SC EDLAB SCOPUB SRL

Organizing, promoting, coordinating, and supporting courses in graphic design, video editing, photo editing, and digital marketing in Adobe Creative CC.

2017 – CURRENT Cluj-Napoca, Romania

ONLINE COMMUNICATION EXPERT FACULTATEA DE ȘTIINȚE POLITICE, ADMINISTRATIVE ȘI ALE COMUNICĂRII

Online marketing, graphic design in Adobe Creative CC, graphic rendering in Adobe Creative CC, video editing in Adobe Creative CC, photo editing in Adobe Creative CC, photography, social media management, innovation, digitization.

2017 – 2022

ASSOCIATE PROFESSOR, PhD FACULTATEA DE ȘTIINȚE POLITICE, ADMINISTRATIVE ȘI ALE COMUNICĂRII

2017 - present

- Activities for developing digital skills in using software (Adobe Creative Cloud)

2020 - present

- Creating video tutorials, materials related to software usage

2020 - present

- Holding training/information sessions regarding the use of Adobe Creative Cloud software, Tableau.

2022 – CURRENT Cluj-Napoca, Romania

LECTURER, PhD FACULTATEA DE ȘTIINȚE POLITICE, ADMINISTRATIVE ȘI ALE COMUNICĂRII

- Online Advertising
- Online PR
- Photography in Advertising
- Digital Skills
- Social Media
- Advertising
- Training and information activities (Moodle, AcademicInfo, Tableau)

2020 – 2021 Cluj-Napoca, Romania

ONLINE DEVELOPMENT EXPERT UNIVERSITATEA BABEȘ BOLYAI

Within the ENCHANT project-Contract no. 22/2020.

● EDUCATION AND TRAINING

2021 Cluj-Napoca

PHD - DOCTORATE IN ONLINE STRATEGIC COMMUNICATION Universitatea Babeș-Bolyai

2016 Cluj-Napoca

MASTERS DEGREE Facultatea de Științe Politice, Administrative și ale Comunicării, Universitatea Babeș-Bolyai

2014

BACHELOR DEGREE Facultatea de Științe Politice, Administrative și ale Comunicării, Universitatea Babeș-Bolyai

2006 Cluj-Napoca

HIGHSCHOOL DEGREE Liceul de Informatică Tiberiu Popoviciu

● LANGUAGE SKILLS

Mother tongue(s): **ROMANIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C2	C2	C2
SPANISH	B1	B2	A2	A2	B1

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

● DIGITAL SKILLS

Adobe CC (Adobe Photoshop, Adobe Premiere, Adobe InDesign, Adobe Illustrator) | Microsoft Office, Microsoft Word, Microsoft Excel, Outlook, Facebook, Google | Learning Management System User (Moodle Google Classroom Edmodo) | Social Media (Facebook, Twitter, Instagram, LinkedIn) | Image, video and audio editing experience (Adobe Photoshop, Illustrator, Premiere Pro and Audition) | Tableau Software

● ADDITIONAL INFORMATION

PUBLICATIONS

Governmental Websites Quality in Romanian Cities: The Good, The Bad and The Ugly – 2021

Co-autor, NISPACee 2021

Do Elections Influence how City Halls Communicate on Social Networks? Romanian Example – 2021

Co-autor, Central and Eastern European e|Dem and e|Gov Days 2021. CoV-19 as a Driver for eGovernment?, 451-464. Editura Fakultas, 2021

Dezvoltarea social media și impactul ei asupra societății contemporane. – 2021

Social Media Influencerii și rolul lor publicitar. Editată de Balaban, Delia și Szabolcs, Julia, 41-67. Tritonic, București, 2021

Comunicare strategică prin intermediul rețelelor de socializare. Studiu de caz: comunicarea instituțiilor statului român în perioada stării de urgență, în contextul pandemiei COVID-19

– 2021

Editura Accent, 2021

How Social Comparison on Instagram affects Well-Being. Perspectives from a Study Conducted during the Lockdown

– 2021

Studia UBB Ephemerides, LXV 2, p.5- 19, 2020

Platformizarea societății și fenomenul fake news. The Platformization of Society and the Fake News Phenomenon

– 2020

Co-autor, Journal of Applied Philosophy, Volume 3, Issue 5, Pag. 93-109

Online Facial Symmetry and Achieving Success in a Digital Entrepreneurship World – 2016

Digital Entrepreneurship and Global Innovation, Capitolul 13, Paginile 245-257

The Future of Brand Interaction în online advertising – 2016

International Students Conference on Communication, Volumul I, 2016

The effects of using national stereotypes in Romanian advertising – 2014

Empirical perspective on communication, Volumul I, Pag. 43-50, 2014

CONFERENCES AND SEMINARS

2014 – FSPAC, UBB

International Students Conference on Communication '14 05/2014 – Departamentul de Comunicare, Relații Publice și Publicitate, Universitatea Babeș-Bolyai

2015 – FSPAC, UBB

Communication and Digital Society - ISCC 05/2015 – Departamentul de Comunicare, Relații Publice și Publicitate, Universitatea Babeș-Bolyai

2015 – UBB

Dezvoltarea spiritului antreprenorial și competențe profesionale

11/2015 – Universitatea Babeș-Bolyai

2018 – FSPAC, UBB

PR Trend 02/2018 – Facultatea de Științe Politice, Administrative și ale Comunicării, Universitatea Babeș-Bolyai

2018 – DCRPP, FSPAC, UBB

Information, Communication et Humanites Numeriques 10/2018 – Universitatea Babeș-Bolyai

2018 – DCRPP, FSPAC, UBB

Communication EU - Euroskepticism, Minorities and the Rule of Law 12/2018 – Departamentul de Comunicare, Relații Publice și Publicitate, Universitatea Babeș-Bolyai

2019 – FSPAC, UBB

PhD Students International Conference 05/2019 – Facultatea de Științe Politice, Administrative și ale Comunicării, Universitatea Babeș-Bolyai

2021 – Budapest

CEEE | Gov Days CEEE | Gov Days 2021

2021 – Bratislava

NISPAcee 2021 The Network of Institutes and Schools of Public Administration in Central and Eastern Europe (NISPAcee) 2021
