



Europass Curriculum Vitae

Personal information

First name(s) / Surname(s) **KÁDÁR, MAGOR ELEK**
Address(es) Romania, Cluj Napoca
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E-mail kadar.magor@fspac.ro / kadar.magor@terranova-training.eu
Date of birth 01. 08. 1978.
Gender Male

Desired employment /
Occupational field Communication expert

Education and training

Dates	September 2015
Title of qualification awarded	Habilitation thesis in Communication Sciences
Principal subjects covered	Place Branding
Name and type of organisation providing education and training	Babeş-Bolyai University Cluj-Napoca, Romania
Level in national / internat. classification	Ph.D. (Level 6 /ISCED 97)
Dates	October 2004 – April 2007.
Title of qualification awarded	Doctor in Communication Sciences, PhD thesis in campaign communication
Principal subjects covered	Communication campaign, mass media communication, segmentation and targeting
Name and type of organisation providing education and training	Babeş-Bolyai University Cluj-Napoca, Romania
Level in national / internat. classification	Ph.D. (Level 6 /ISCED 97)
Dates	October 1999 – July 2003
Title of qualification awarded	Bachelor in Political Sciences
Principal subjects covered	Political theories, Public policy, Political communication
Name and type of organisation providing education and training	Babeş-Bolyai University Cluj-Napoca, Romania
Level in national / internat. classification	BA – Bachelor level
Dates	September 1998 – July 2002
Title of qualification awarded	Bachelor in Horticultural engineering
Principal subjects covered	Specialization in regional development
Name and type of organisation providing education and training	Szent István / Corvinus University Budapest, Hungary
Level in national / internat. classification	BA – Bachelor level
Dates	September 1993 – July 1997
Title of qualification awarded	High school graduate in Computer sciences
Principal occupational skills covered	Computer programming, IT network
Name and type of organisation providing education and training	Bolyai Farkas High School, Târgu Mureş, Romania
Level in national / internat. classification	High School degree level

Kádár

Work experience

Dates	Since October 2004
Occupation or position held	Ph.D. candidate 2004-2007, Lecturer 2007-2013, Associate Professor starting October 2013. Member of the BBU Senate since 2012, vice president of the BBU Senate since 2020
Main activities and responsibilities	<ol style="list-style-type: none">1. Academic activities: courses in Branding, Campaign communication, Advertising and PR, Political marketing, Mass-media communication, Conflict management, Personal branding; soft skills development (presentation techniques, negotiation). Coordinator of internships, workgroups and PhD-candidates at the Communication, Public Relations and Advertising PhD-institute.2. Researches in media studies, campaign communication effects and place branding. Member of BBU's Communication, Communication, Public Relations and Advertising Research Center3. Management activities: initiation and coordination of the Hungarian section of the Department of Communication, Public Relations and Advertising at BBU, in charge for managing the human and financial resources, strategic planning, educational program development, project management, event management.
Name and address of employer	Babeş-Bolyai University Cluj-Napoca , Romania, Faculty of Political, Administrative and Communication Sciences, Department of Communication, Public Relations and Advertising Address: Ro-400132 Cluj Napoca, Str. General Moşoiu nr. 71., Tel: 40-264-431505 Web: University: www.ubbcluj.ro , Faculty: www.fspac.ro , Hun. dept.: www.bbte-kommunikacio.ro
Type of business or sector	Formal education
Dates	Since June 2004
Occupation or position held	Managing director of Terra Nova Training and Communication Center
Main activities and responsibilities	<ol style="list-style-type: none">1. Training activities in the field of communication: organizational communication, strategic planning, employer branding, campaigns, media communication, soft skills development, team-building, Training of trainers, etc.2. Planning & management activities: development and coordination of branding projects, communication campaigns, brand awareness, project monitoring, media communication plans, event management.3. Counseling: coaching, personal development projects
Name and address of employer	Terra Nova Training and Communication Center Address: Cluj Napoca office: Ro-400009 Cluj Napoca, Str. Napoca nr. 16. Main office: Ro-540077 Târgu Mureş, Str. Bradului nr. 17/4.. Web: www.terranova-training.eu
Type of business or sector	Non formal education, communication, campaign, branding, coaching, event management

Programs and projects

Dates	Since October 2016
Occupation or position held	Resident trainer and coach
Project description and partners	Babeş-Bolyai University Mentor Club . Soft skills development and carrier training for the high-performing students of the Babeş-Bolyai University Cluj Napoca.
Main activities and responsibilities	<ol style="list-style-type: none">1. Training in Personal branding by storytelling; Idea pitch & power presentations; Persuasive talking; Nonverbal communication and impression management; Time management.2. Coaching in self-development, networking, individual carrier plans.
Name and address of employer	Babeş-Bolyai University Cluj-Napoca, RO-400084 Cluj-Napoca, Str. Mihail Kogalniceanu nr. 1. Web: http://bmk.granturi.ubbcluj.ro/
Type of business or sector	Non formal education, soft skills development, coaching.
Dates	Since October 2015 – December 2016
Occupation or position held	Resident trainer and training material developer
Project description and partners	Regional leadership program coordinated by the Kós Károly Akadémia Cluj Napoca, financed by CES – Wilfried Martens Centre for European Studies gathers together regional-level leaders and decision makers to offer them a professional background and skills development.
Main activities and responsibilities	<ol style="list-style-type: none">1. Training series in half-year sessions: Internal Communication and HR Management (2015); Communication, public speaking and public appearances training (2016).2. Training material development, testing and publishing for every half-year training season.
Name and address of employer	Kós Károly Akadémia, https://www.facebook.com/koskarolyakademia/ ; http://www.martenscentre.eu/
Type of business or sector	Non formal education, lifelong learning.

Kádár

Dates	Since October 2014 - July 2018
Occupation or position held	Academic director, trainer
Project description and partners	MCC International opened the Mathias Corvinus Collegium Cluj Office to establish a Leadership Program for university students to help and serve the local community. Since that MCC organized lectures, seminars, researches, participated in conferences, round table discussions and started to organize local MCC community and started to organize local MCC community.
Main activities and responsibilities	<ol style="list-style-type: none"> 1. Educational program development, institutional representation institutional branding. 2. Training in soft skills: presentation techniques, idea pitching, negotiation techniques.
Name and address of employer	Mathias Corvinus Collegium – Cluj, Address: Ro-400124 Cluj-Napoca, 60/19 21st December 1989 Blv. Web: https://mcc.org.ro/ ; https://mcc.org.ro/leadership-programme-cluj/
Type of business or sector	Education strategy, non-formal education, lifelong learning.
Dates	Since October 2014
Occupation or position held	Resident trainer and coach
Project description and partners	The GTK - Business Consulting Club's mission consists in contributing to the professional development of highly talented individuals by providing the possibility for its members to employ the knowledge they have acquired at university in real business environment or in close-to-reality situations.
Main activities and responsibilities	<ol style="list-style-type: none"> 1. Training in Presentation techniques; Verbal communication and persuasive talking; Idea Pitching; Visual presentations; Nonverbal communication and impression management; Time management. 2. Coaching in self-development, networking, individual carrier plans.
Name and address of employer	GTK - Business Consulting Club, Address: Ro-400124 Cluj-Napoca, 60/19 21st December 1989 Blv. Web: http://www.gtk.ro/en
Type of business or sector	Non formal education, soft skills development, coaching.
Dates	November 2007 – December 2009
Occupation or position held	Trainer and development process facilitator
Project description and partners	The Community Capacity Building Program was initiated by the World Bank through Romanian Ministry of Economic and Finances and University of Wolverhampton England.
Main activities and responsibilities	<ol style="list-style-type: none"> 1. Consultant for development projects, monitoring, evaluation of communication activities. 2. Training in Sustainable development; Project management; Fundraising; Communication and lobby strategies; Negotiation techniques.
Name and address of employer	Project-holder: National Agency for Development of Mining Regions, Project Management Unit (PMU-SER) Address: Ro – 010366 Bucharest, str. Mendeleev nr. 36-38. Web: http://nad.minind.ro
Type of business or sector	Non formal education, strategy development.
Dates	September 2005 – July 2008
Occupation or position held	Trainer on educational management
Project description and partners	The National educational management pilot program targeted the directors of educational institutes, inspectorates and formal education program leaders in order to increase the education institute management skills and develop the formal education system.
Main activities and responsibilities	Trainer in the field of Organizational management, Human relations management, Fundraising, Time management.
Name and address of employer	Project-holder: Casa Corpului Didactic Târgu Mureş Address: Târgu Mures, Str.Crinului Nr. 2., Web: www.ccdmures.ro
Type of business or sector	Non formal education.

Programs and projects

Branding & strategy development

Dates	January 2018 – March 2019
Occupation or position held	Brand developer
Project description and partners	City-branding for Gheorgheni (Gyergyószentmiklós), Covasna county. A program initiated by the Local Government and Mayor's Office, led through the Public Relation Office.
Main activities and responsibilities	<ol style="list-style-type: none">1. Strategic development of the institution, city and region2. Data collection, surveys and evaluations, reports3. Brand management, raising brand awareness4. Establishing and counseling the City Image Center5. Coaching for public figures6. Monitoring internal & external communication, evaluation and reporting.
Name and address of employer	Project-holder: Gheorgheni Local Government Address: Ro – 535500 Gheorgheni, P-ța Libertății nr. 27. Web: www.gyergyoszentmiklos.ro/ro
Type of business or sector	Strategy development, place branding, coaching.
Dates	January 2017 – December 2017
Occupation or position held	Communication expert, coordinator of communication department
Project description and partners	Touristic promotion and destination management for the "King's Road" project. International project in Easter Europe to promote the historical settlements and regions, archeological and natural sites connected to the tradition and identity of Hungarian king Saint Ladislaus Key fields: history, local traditions, cultural and built heritage, touristic promotion.
Main activities and responsibilities	<ol style="list-style-type: none">1. Target group evaluation, field researches2. Media analysis3. Regional online and offline image analysis4. Branding process analyzing and crisis plans5. Touristic plan design and implementation6. Regional promotion plan design7. Communication with internal target groups (locals, decision-makers) and mass-media
Name and address of employer	School Foundation, Cluj Napoca Web: www.knightking.org
Type of business or sector	Touristic promotion, place branding, destination management.
Dates	October 2016 – February 2017
Occupation or position held	Communication expert, coordinator of communication department
Project description and partners	Culture and Nature in Transylvania: Past and Future a unique transdisciplinary and transnational research group that studies the cultural and natural heritages of the south-western corner of Sălaj County in a common framework using the complex methodologies of ecology, art history, archaeology, cultural and visual anthropology. Our main activities were focused on data collecting and analysis, development a touristic plan for the region, development of regional branding project.
Main activities and responsibilities	<ol style="list-style-type: none">1. Target group evaluation, field researches2. Media analysis3. Regional online and offline image analysis4. Branding process analyzing and crisis plans5. Touristic plan design and implementation6. Regional promotion plan design7. Communication with internal target groups (locals, decision-makers) and mass-media
Name and address of employer	Hungarian University Federation of Cluj Web: http://cultureandnature.ro/en/
Type of business or sector	Touristic promotion, place branding, destination management.

Dates	September 2014 – February 2016
Occupation or position held	Conflict manager, trainer
Project description and partners	Communciation and conflict resolution seminars for judges, magistrates and lawyers in Cluj Napoca. Required by the professional organizations of judges, magistrates and lawyers in Cluj County the one and half year project aimed the facilitation of inter-professional communication, mutual professional recognition and the elaboration of Good Practices Handbook.
Main activities and responsibilities	<ol style="list-style-type: none"> 1. Target group evaluation, field researches 2. Meetings and worksops 3. Soft skills trainings 4. Elaboration of Good Practices Handbook 5. Conceiving and monitoring the conflict map
Name and address of employer	Asociatia Magistratilor din Romania (AMR) – Filiala Cluj, Uniunea Judecatorilor din Romania si Curtea de Apel Cluj, Baroul Cluj.
Type of business or sector	Conflict management, soft skills training.
Dates	February 2013 – September 2016
Occupation or position held	Brand developer
Project description and partners	Rebranding hotels, pensions and gastro-pub restaurants. Several individual contracts with Transylvanian companies in order to launch or reposition their services on the regional, national or international market.
Main activities and responsibilities	<ol style="list-style-type: none"> 1. Communication plan & product positioning 2. Brand management 3. Counselor for managers & owners 4. Event-management (festivals, Annual Meeting of HoReCa-managers, etc.) 5. Monitoring internal & external communication
Name and address of employer	Project-holder: Terra Nova Training and Communication Center Address: Ro-400009 Cluj Napoca, Str. Napoca nr. 16. Web: www.terranova-training.eu
Type of business or sector	Organizational branding, communication strategies, coaching.
Dates	June 2013 – February 2016
Occupation or position held	Brand developer
Project description and partners	City-branding for Odorheiu-Secuiesc (Székelyudvarhely), Covasna county. A program initiated by the Local Government and Mayor's Office, led through the Public Relation Office.
Main activities and responsibilities	<ol style="list-style-type: none"> 1. Strategic development of the institution, city and region 2. Data collection, surveys and evaluations, reports 3. Brand management, raising brand awareness 4. Establishing and counseling the City Image Center 5. Coaching for public figures 6. Monitoring internal & external communication, evaluation and reporting.
Name and address of employer	Project-holder: Odorheiu-Secuiesc Local Government Address: Ro – 535600 Odorheiu-Secuiesc, P-ța Városháza nr. 5. Web: www.varoshaza.ro
Type of business or sector	Strategy development, place branding, coaching.
Dates	August 2013 – September 2014
Occupation or position held	Brand developer
Project description and partners	Member of the Cluj Management and Planning Group, responsible for the Development Strategy of Cluj-Napoca , Geographical Marketing Workgroup. A program initiated by the Cluj Napoca Local Government and Mayor's Office in partnership with Babes-Bolyai University. Home site: http://cmpg.ro/
Main activities and responsibilities	<ol style="list-style-type: none"> 1. Strategic development: strategy planning, communication strategy 2. Brand management, raising brand awareness
Name and address of employer	Project-holder: Cluj Napoca Local Government Address: Ro – Cluj Napoca, Str. Motilor nr. 3. Web: www.primariaclujnapoca.ro
Type of business or sector	Strategy development, place branding.

Dates	November 2012 – July 2014
Occupation or position held	Brand developer
Project description and partners	City-branding for Târgu-Secuiesc (Kézdivásárhely), main city of Covasna county. A program initiated by the Târgu-Secuiesc Local Government and Mayor's Office, led through the City Image Center.
Main activities and responsibilities	<ol style="list-style-type: none"> 1. Strategic development of the institution, city and region 2. Data collection, surveys and evaluations 3. Brand management, raising brand awareness 4. Establishing and counseling the City Image Center 5. Coaching for public figures 6. Monitoring internal & external communication, evaluation and reporting.
Name and address of employer	Project-holder: Târgu-Secuiesc Local Government Address: Ro – 525400 Târgu-Secuiesc, P-ța Gábor Áron, nr. 24. Web: www.kezdi.ro
Type of business or sector	Strategy development, place branding, coaching.
Dates	October 2010 – December 2012
Occupation or position held	Brand developer
Project description and partners	Rebranding coffee shops and restaurants. A partnership with the only Romanian pub-branding agency, aiming to promote urban meeting points and events.
Main activities and responsibilities	<ol style="list-style-type: none"> 1. Communication plan & product positioning 2. Brand management 3. Counselor for managers & owners 4. Event-management (festivals, Annual Meeting of HoReCa-managers, etc.) 5. Monitoring internal & external communication
Name and address of employer	Project-holder: Terra Nova Training and Communication Center Address: Ro-400009 Cluj Napoca, Str. Napoca nr. 16. Web: www.terranova-training.eu
Type of business or sector	Organizational branding, communication strategies, coaching.
Dates	November 2010 – March 2012
Occupation or position held	Brand developer
Project description and partners	City-branding for Cluj Napoca (Kolozsvár), head of Cluj county. A program initiated by the Cluj Napoca Local Government and Mayor's Office, led through the Public Relation Office.
Main activities and responsibilities	<ol style="list-style-type: none"> 1. Strategic development of the institution, city and region 2. Brand management 3. Coaching for public figures
Name and address of employer	Project-holder: Cluj Napoca Local Government Address: Ro – Cluj Napoca, Str. Motilor nr. 3. Web: www.primariaclujnapoca.ro
Type of business or sector	Strategy development, place branding, coaching.
Dates	November 2008 – December 2011
Occupation or position held	Brand developer
Project description and partners	City-branding for Sfântu-Gheorghe (Sepsiszentgyörgy), head of Covasna county. A program initiated by the Sfântu-Gheorghe Local Government and Mayor's Office, led through the City Image Center.
Main activities and responsibilities	<ol style="list-style-type: none"> 1. Strategic development of the institution, city and region 2. Brand management 3. Establishing and counseling the City Image Center 4. Coaching for public figures 5. Event-management
Name and address of employer	Project-holder: Sfântu-Gheorghe Local Government Address: Ro – 520008 Sf. Gheorghe, Str. 1 Dec. 1918. nr. 2. Web: www.sepsiszentgyorgyinfo.ro
Type of business or sector	Strategy development, place branding, coaching.

Programs and projects

Dates
Occupation or position held
Project description and partners
Main activities and responsibilities
Name and address of employer
Type of business or sector

Project management

June 2004 – October 2007
Project participant / Action Partner
The Oxfam International Youth Parliament is an international forum of young activist and professionals developing national and cross-border development projects worldwide.
Representative of Romania, member of the Human Rights and Minorities Workgroup. Activity in planning regional development projects, national lobby campaigns and training the civil activists.
Project-holder: Oxfam Australia, Sydney, Australia
Address: Australia 2012, New South Wales, Strawberry Hills PO Box 1711. Web: www.oxfam.org.au
International cooperation project, strategy development

Dates
Occupation or position held
Project description and partners
Main activities and responsibilities
Name and address of employer
Type of business or sector

February 2002 – December 2004
Project participant, program developer
The European Youth Forum gathers together project holders or starters for training and program development, assuring the opportunity for international or cross-border projects.
National level program development, trainings in the field of personal and organizational communication, project management, fundraising.
Project-holder: European Youth Forum Brussels, Address: Belgique-Belgie, B-1000 Bruxelles-Brussel, 120 Rue Joseph Straat. Web: www.youthforum.org
Program development

Dates
Occupation or position held
Project description and partners
Main activities and responsibilities
Name and address of employer
Type of business or sector

May 2001 – February 2005
Project Coordinator
The Pont System launched in 2001 and in 5 years became Romania's largest information system of financing fundraising opportunities. The web-based system is completed by consultancy, training, national level workshops, newspaper editing and a few regional-level organizational development programs.
Project coordinating, in charge of organizing professional trainings and refresher courses, editing web content and professional publications, drafting of development projects and applications.
Project-holder: Impulse XXI, later Pont Consulting
Address: Romania, Târgu Mureş, str. Făget 16/6. Web: www.pontweb.ro, www.palyazatok.ro
Non formal education, strategy development

Programs and projects

Dates
Occupation or position held
Media institution
Name and address of employer
Type of business or sector

Media activity

Since July 2004
Referent
Ride Regional Radio Sydney, Australia - Hungarian Language Program's Office.
Address: Ryde Regional Radio, Hungarian Program, PO Box 644 Gladesville NSW 1675.
Web: www.2rrr.org.au
Media

Dates
Occupation or position held
Media institution
Name and address of employer
Type of business or sector

February 2005 – July 2006
Regional coordinator, editor
SAPTE SERI guide, Mureş county
Address: Bucharest, Bd. Daciei 85., Phone: +40-21-3194693. Web: www.sapteseri.ro
Media

Dates
Occupation or position held
Media institution
Name and address of employer
Type of business or sector

September 2003 – September 2004
Editor and reporter
DUNA TV, Hungary's national tv, Târgu Mureş regional studio
Address: Ro-540035 Tg-Mures, Str. Bartok nr. 4.
Media

Magor

Personal skills and competences

Mother tongue(s) Hungarian

Other language(s)

Self-assessment

European level (*)

Romanian

English

French

	Understanding		Speaking		Writing
	Listening	Reading	Spoken interaction	Spoken production	
Romanian	C2	C2	C2	C2	C2
English	C2	C2	C2	C2	C2
French	B2	B2	B1	B1	A2

(*) [Common European Framework of Reference for Languages](#)

Social skills and competences

- Excellent communication skills developed through the projects mentioned and more than 20 years training and teaching experience.
- Experience in group-leadership and organizing, acquired carrying out joint projects, campaigns and coordinating research groups, confirmed by the national and international awards.
- Volunteer work in national professional, cultural and lobby NGOs (ex. Oxfam International, Liga Pro Europa, Romanian community NGOs, professional associations – see below)

Organisational skills and competences

- Educational management: organizing education institute's activity as head of the Hungarian line at Communication and PR section of the Babes-Bolyai University, active in non-formal education at Terra Nova Training Center, etc.
- International co-financed project coordinator or team member (POSDRU, PHARE, TAMOP, HU-RO, Interreg)
- Branding projects and communication campaigns for companies and public institutions / cities (Cluj Napoca, Sfântu Gheorghe, Târgu-Secuiesc, etc.)
- Planning and implementation of communication and branding campaigns
- Team-leading and teamwork in projects as described at Work Experience and Programs and Projects section
- Member of research groups in higher education and branding projects.

Technical skills and competences

- Project monitoring of development and educational projects
- Monitoring and reporting on complex communication plans (communication campaigns, co-financed development projects, crisis solution plans, brand awareness plans, etc.)

Computer skills and competences

- Computer programmers certificate by the Ministry of Education, Romania, 1997
- Editing and design in Photoshop, PageMaker, Office programs
- User of specific applications like SPSS, R+, Microsoft Project, mind mapping and data visualization.

Artistic skills and competences

- Photography, acquiring several prizes, exhibitions and print works

Other skills and competences

- Personal branding and coach for public figures
- Working with the national and international media
- Sports: swimming, hiking, outdoor activities

Driving licence

1996 – Driving license for cars (Romanian B category driving license)

Additional information

- Member of professional organizations and communities:
- Cluj Community Foundation, board member since 2019.
 - Society of Hungarian Scientists and Scholars affiliated to the Hungarian Academy of Science, 2010.
 - Hungarian Advertising Association, Hungary, since 2008.
 - Hungarian University Federation of Cluj, operational board member since 2007.
 - European Council's Human Rights Youth Education Network, 2005-2007.
 - Hungarian Journalist's Association of Romania, 2004-2016.

Awards:

- 2013 – "Excellentia" prize of the Babeş-Bolyai University and CS UBB
- 2013 – "Go Free Award" for the support of civil society
- 2009 – National Education Awards, Professor of the Year in Higher Education, II. place
- 2009 – Award for media researches and publishing by the Hungarian Journalist's Assoc. of Romania
- 2007 – Award for performance in education by the Hungarian Journalist's Association of Romania
- 2006 – Award for performance in journalism by Embassy of Hungary in Australia

Annexes

List of publications

Google Scholar profile: <https://scholar.google.com/citations?user=ckTVpVkAAAAJ&hl=en>

ORCID profile: 0000-0002-7172-2145; <https://orcid.org/0000-0002-7172-2145>

Scopus Author ID: 56490672200

ResearchGate profile: https://www.researchgate.net/profile/Magor_Kadar

LinkedIn profile: www.linkedin.com/in/kadarmagor

