

Constantin Basturea

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Summary of qualifications

- Insider knowledge of new media tools and their use in reputation management and business communications
- Experience of working in virtual, multicultural teams
- Result-oriented PR professional with strong planning and problem solving skills
- Dedicated team member with strong leadership skills.

Web Literacy

- Blogging platforms: WordPress, Movable Type, Typepad
- Wiki engines: PmWiki, MediaWiki, Socialtext Workplace, JotSpot
- Natural search engine optimization
- Internet research and web analytics
- Web design: HTML and CSS, Macromedia Dreamweaver and Fireworks.

PROFESSIONAL EXPERIENCE

New Media Consulting

- Consultant for HigherEd BlogCon, an online conferences on social web applications in the academia, organized by Thomson's Peterson, ProfNet, and CASE
- Presented a session on implementing corporate wikis at the New Communications Forum (Napa Valley, January 2005)
- Panelist, CRA's Expert Access Blog Panel (Philadelphia, July 2005)

Online Community Projects

- As a member of the Tsunami Help Blog team, implemented the Tsunamihelp Wiki, a portal for humanitarian aid resources directed to help victims of the 2004 Indian Ocean Tsunami: <http://tsunamihelp.info>
- Implemented the Katrina Help Wiki, a portal for humanitarian aid resources directed to help victims of Hurricane Katrina (August 2005): <http://katrinahelp.info>

Online PR Projects

- Co-organized two editions of Global PR Blog Week, the first online conference dedicated to the impact of new communication technologies on public relations and business communications (July 2004 and September 2005): <http://www.globalprblogweek.com>
- Founded The NewPR Wiki, a repository of resources on current trends in public relations and a collaborative tool for PR professionals: <http://www.thenewpr.com>
- Started the CEO Blogs List, the most comprehensive listing of weblogs authored by corporate leaders, featured in FT.com, Times Online, Baseline Magazine, and ZDNet.com
- Maintains the most comprehensive directory of public relations weblogs: <http://www.bloglines.com/public/prblogs>
- Editor of PubSub's PR Community List (launched November 2005): <http://www.pubsub.com/lists/pr.php>
- Writes PR meets the WWW - a weblog about the impact of new communication technologies on public relations (started in January 2004): <http://blog.basturea.com>
- Designed and produced the website of University of Miami chapter of Public Relations Students Society of America
- Produced online projects featured in FT.com, PR Week, PRWeek.com, Times Online, Baseline Magazine, PRSA's Public Relations Tactics, IABC's Communication World, ZDNet.com.

Assistant to President's Advisor

Presidency of Romania, Civil Society Department, Bucharest, November 1997 – October 2000

- Participated in the elaboration of Department's strategic plan
- Supervised the information management process within the Department
- Directed Department's communication with other departments, non-profit organizations and governmental agencies
- Coordinated the planning and management of high-profile events attended by the President
- Wrote executive memorandums, briefings, and talking points for the President of Romania
- Drafted issue papers, speeches, and activity reports for the Advisor to the President
- Prepared Advisor's daily portfolio

Webmaster

University of Miami Graduate School, Coral Gables, FL, 5/2002-5/2003

- Managed the web development, design, writing, site architecture and compliance with usability guidelines for University of Miami Graduate School website and Graduate School Association website
- Redesigned the UM Graduate School website to increase its relevance for prospective and current students
- Initiated the analysis of web traffic data and introduced the use of web analytics
- Wrote the University of Miami Graduate Student Association monthly newsletter, distributed through a list with more than 2,500 subscribers

EDUCATION

University of Miami, Coral Gables, Florida
Master of Arts in Public Relations, 2003

University of Bucharest, Bucharest, Romania
Certificate in Public Relations, 2000

University of Bucharest, Bucharest, Romania
Bachelor of Science in Physics, 1996

Awards and Activities

- Outstanding Public Relations Graduate Student Award
- University of Miami Graduate Student Association (Executive Board Member).

