

A D A - M A R I A I L E A N A

PROFILE:



Policy Specialist

Activist



I am a Romanian policy specialist, activist and content creator specialising in politics, current events, and culture. I have cultivated a community of over 25k followers on Instagram and over 12k on TikTok, garnering up to 1 million views each month. Building this presence from the ground up required a blend of technical skills, analytical thinking, and creative storytelling to attract and engage audiences. I select the stories I wish to cover, conduct thorough research, draft scripts, shoot, and edit, using audience-focused strategies. I analyze metrics, experiment with hooks and formats, fine-tune captions and visuals, and optimize for SEO as well as platform algorithms. The outcome is a collection of captivating videos tailored to how people consume, read, and share content online.

LANGUAGES:

English (C2)

French (B1)

Romanian (Native)

Japanese (A1)

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PROFESSIONAL EXPERIENCE:

CONTENT CREATOR @ADDAMARIE 2021– PRESENT

Producing Vertical-Video Explainers to simplify politics

- Focus on national and international politics, covering topics such as elections, EU institutions, and foreign policy.
- Ensure accuracy through thorough fact-checking.

Content Creation Process

- Plan, script, film (including interviews when necessary), and edit content designed for non-expert audiences.
- Manage comments and engage with the audience effectively.

Collaboration and Audience Engagement

- Utilize audience insights to enhance topics and narrative structure.
- Partner with NGOs and brands for social and commercial campaigns.

PRESIDENT & CO-FOUNDER OF INVESTORS IN DREAMS (NGO) FEB 2023 – 2025

- Developed strategies and objectives, while recruiting, coordinating, and mentoring volunteers to provide professional training and career opportunities for girls in the Romanian child protection system.
- Issued press releases to popularise fundraising campaigns.
- Ran all social media accounts and developed content strategies.
- Created a fundraising strategy and organized events, including two editions of the Charity Fashion Show, which received coverage from major press outlets in Romania.
- Oversaw institutional and private partnerships to broaden training opportunities for girls in care.

ENGLISH LANGUAGE TRAINER INTERNATIONAL HOUSE BUCHAREST & CLEVER CHILDREN MAR 2017 – JAN 2024

- Instructed young learners aged 2 to 17, crafted customized lesson plans, and prepared students for Cambridge exams.
- Assessed progress and adjusted teaching methods to meet individual learner needs.

EDUCATION:

MSc Public Policy UNIVERSITY COLLEGE LONDON SEPT 2020– APRIL 2022

- Graduated with Merit.
- Relevant coursework: Policy-Making and Regulation in Europe, Policy Analysis, Qualitative & Quantitative Methods
- Thesis: The role of Vocational Educational Training in preventing Early School Leaving in Romania

BA SECURITY STUDIES UNIVERSITY OF BUCHAREST SEPT 2017– SEPT 2020

- Merit Scholarship recipient in all years of study.
- Relevant coursework: EU Law & Governance, Political Communication, Foreign Policy Analysis, International Political Economy
- Thesis: Nuclear Energy and EU Energy Security

KEY SKILLS:

Journalism & Storytelling:

Detail-oriented researching, scripting, interviewing, fact-checking, on-camera and live presenting, panel moderating

Digital & Data:

Proficient in R, Microsoft Office, and Google Workspace

Social Media:

Skilled in Adobe Premiere, CapCut, SEO optimization, community engagement

OTHER MENTIONS:

Competed at Miss World 2024 and Miss International 2022

Multiple live TV appearances, some as guest political analyst on major TV outlets

Attended numerous Model UN, EU or NATO conferences as a student and moderated debates

VOLUNTEERING:

SOCIAL MEDIA SPECIALIST AT STIRI BAZATE JAN 2025 – AUG 2025

- Stiri Bazate is an independent journalism platform in Romania.
- Conducted interviews, scripted, pitched, edited, and posted political videos and text explainers.
- Outlined the content strategy, growing social media following and engagement.
- Presented live events and moderated panels.

PROJECT MANAGER AT UN YOUTH ROMANIA SEPT 2016 – APR 2017

- Drafted proposals, pitched initiatives across departments, and supported implementation.

LICENSES & CERTIFICATIONS:

PROFESSIONAL PROJECT MANAGEMENT CERTIFICATE NOV 2021

- Issued by the Romanian Ministry of Work and the Ministry of Education after completing a formal specialisation course.

CERTIFICATE IN TEACHING YOUNG LEARNERS & TEENAGERS AUG 2017

- Issued by the International House World Organisation and Cambridge English.

PROJECTS:

Romania Goes International OCT 2023

- Designed to promote Romanian culture and tourism on an international scale
- The project was developed in collaboration with the International Culture Association and featured a variety of activities and events in Bucharest and the Sinaia-Busteni region. Highlights included a press conference attended by the Japanese Ambassador to Romania, a visit to the Romanian Senate, a special event at the Village Museum in Bucharest, and photoshoots at Peles and Cantacuzino Castles.

WOMEN'S DAY CHARITY FASHION SHOW 2022 & 2023

- The two editions united Romanian designers, models, makeup artists, hairstylists, photographers, and public figures to raise funds aimed at addressing menstrual poverty, subsequently supporting the projects of the Investors in Dreams NGO.

HONOURS AND AWARDS:

APPRECIATION AWARD OF RASHTRA SHAKTI PURASKAR GALA

- Awarded in March 2024, in Mumbai, India, for advocacy efforts as Miss World Romania 2023.

JAPAN TOURISM AMBASSADOR CERTIFICATE

- Granted in December 2022, in Tokyo, by the Japanese Tourism Ministry.

AWARD FOR PROMOTING ROMANIAN CULTURE ABROAD

- Awarded at the Entrepreneurs' Gala (September 2022) in appreciation of the Romania Goes International Project.