



MIHAELA CATALINA CONSTANTIN

Date of birth: 04/03/1979 | **Place of birth:** Bucharest, Romania | **Nationality:** Romanian |

Phone number: (+40) 722786802 (Mobile) | **Email address:** catalinatoader2003@yahoo.com |

Address: Romania (Home)

● ABOUT ME

"Guided by curiosity and shaped by creativity, I weave learning into meaningful journeys, turning ideas into impact through educational projects and a relentless pursuit of growth."

● EDUCATION AND TRAINING

01/10/1998 – 02/09/2002 Bucharest, Romania

ECONOMIST Romanian-American University

MANAGEMENT AND MARKETING

Field of study Business, administration and law | **Level in EQF** EQF level 6

01/10/2003 – 30/04/2005 Bucharest, Romania

MARKETING AND BUSINESS COMMUNICATION Bucharest University of Economic-Studies

- Management marketing
- Marketing research and modeling (semester I and II)
- The economics of value
- Sociology and psychology of communication
- English language (semester I, II and III)
- Marketing communication
- Consumer behavior
- Marketing communication techniques
- Internet marketing
- Projects

Field of study Business, administration and law | **Level in EQF** EQF level 7

24/09/2012 – 24/03/2013 BUCHAREST, Romania

MANAGER IN TOURISM ACTIVITY CEDES CERCETARE DEZVOLTARE (CEDES RESEARCH DEVELOPMENT)

- Solving complex problems
- Interactive communication. Communication in a foreign language
- Continuous development of one's own potential
- Teamwork. Use of IT techniques
- Planning the unit's activities
- Managing processes for continuous quality improvement within the unit
- Ensuring occupational health and safety and environmental protection
- Managing the unit's operational and functional departments
- Coordinating human resource management
- Designing and implementing marketing programs
- Coordinating activities carried out by suppliers and partners
- Managing assets and financial resources
- Adapting to market demands by promoting innovation and change within the unit
- Ensuring the functional organizational system of the unit
- Developing the unit's growth strategies

Field of study Travel, tourism and leisure | **Level in EQF** EQF level 6

- Training preparation
- Conducting training activities
- Evaluation of training participants
- The application of special training methods and techniques

Field of study Education | **Level in EQF** EQF level 6

28/09/2015 – 02/10/2015 Bucharest, Romania

E-LEARNING DEVELOPER SC E-LEARNING AND SOFTWARE

- Implementation of field-specific quality standards;
- Integration of ICT into education and training;
- Analysis of e-learning needs;
- Implementation of e-learning policies;
- Management of e-learning education/training programs at the organizational level;
- Development of content and support materials for e-learning education/training systems
- (LMS - Learning Management System) - Moodle;
- Evaluation of e-learning education/training programs.

Field of study Education | **Level in EQF** EQF level 6

● **WORK EXPERIENCE**

PROJECT MANAGER / PROJECT COORDINATOR – SC EDUFOR SRL – 01/10/2017 – 06/03/2026 – BUCHAREST, ROMANIA

ERASMUS+ PROJECTS

Within the **Explore Your Abilities project (2023–2025)**

- I wrote the project in line with coordinator requirements; I found and coordinate project partners in receiving specific information necessary for argumentation of the project. I uploaded and submitted the project on the Erasmus+ platform.
- I managed and contributed as a project partner manager in an Erasmus+ coordinating activities, ensuring compliance with programme requirements, overseeing technical and financial reporting, fostering effective collaboration among international partners and specifically participating in the planning, implementation, and quality evaluation processes of project activities and project outputs as well dissemination through web-site creation, social media posting, emailing

Within the **Blue and Green Schools project (2024–2026)**

- I managed and contributed as a project partner manager in an Erasmus+ coordinating activities, ensuring compliance with programme requirements, overseeing technical and financial reporting, fostering effective collaboration among international partners and specifically participating in the planning, implementation, and quality evaluation processes of project activities and project outputs.

Within the **Digital Entrepreneur Leading e-Business (2022–2024)**

- I served as **Project Coordinator** for this Erasmus+ Cooperation Partnership, where I led and supervised the full project lifecycle, ensuring strict compliance with programme rules, contractual obligations, and quality standards. My responsibilities included strategic planning and coordination of all project activities, monitoring progress against timelines and deliverables, and ensuring alignment with the approved work plan and objectives.
- I was responsible for overseeing both technical and financial management, including budget allocation, cost monitoring, and the preparation and submission of interim and final reports in accordance with Erasmus+ requirements. I ensured accurate documentation, transparency, and accountability in all project-related processes.
- I actively contributed to the planning and implementation of project activities, including the development of **intellectual outputs, learning materials, and events**.
- Specifically, I organized the transnational project meeting held in Bucharest Romania, I coordinated the mobility in Zaragoza Spain together with host organization and for 25 trainees from Romania, Spain, France and Cyprus. I prepared and implemented the project dissemination conference with over 60 persons in Bucharest Romania together with other partner organization and in conjunction with Romanian Entrepreneurship Association and top specialists in Romania.
- I developed project web-site and disseminate project results by social networks, press releases and e-mailing.

In the other projects: **Let's Green, Digital and Animate Rural Inclusive Territories! (2022–2024), Passion for Learning (2019–2022), MONT GUIDE+ (2017–2019)**

- I developed and submitted the Erasmus+ project in line with coordinator requirements, identifying and coordinating partners to gather the necessary information supporting the proposal.
- I managed and contributed as a project partner manager in Erasmus+ projects, ensuring compliance, overseeing reporting, supporting collaboration, and participating in the planning, implementation, and evaluation of

activities and outputs as well diverse dissemination actions, including web-site creation for all mentioned projects, social media posting and e-mailing.

INSTRUCTIONAL DESIGNER - E-LEARNING DEVELOPER - TRAINER – SC EDUFOR SRL – 01/10/2017 – 06/03/2026 –
BUCHAREST, ROMANIA

ERASMUS+ PROJECTS:

Explore Your Abilities (2023–2025)

- I developed the pedagogical methodology for e-learning content, including storyboard writing, and delivered training on my innovation – the game-storified virtual laboratories methodology – to international trainers
- I designed 21 game-storified virtual laboratories using Articulate Storyline 360 (EN), using AI tools (Freepik for design, Pixton for characters)
- Together with internal and international teams, I created multilingual audio versions using ElevenLabs and Storyline
- I developed the project e-learning platform (Moodle): installation, customization, maintenance, course creation and resource uploads in 4 languages
- I created the project website (WordPress), implemented Google Analytics and ensured impact monitoring

Blue and Green Schools (2024–2026)

- I delivered training on digital competences (Moodle, H5P) during an international mobility in Tallinn, Estonia
- I created the methodology for storyboard development adapted to these tools
- I assessed the quality of educational storyboards before the design phase
- I developed video interactivities, question banks and games using H5P
- I installed and customized the Moodle platform, performed updates, enrolled users, created courses and uploaded content

Digital Entrepreneur Leading e-Business (2022–2024)

- I coordinated the methodology and development of the Handbook for digital entrepreneurs
- I coordinated curriculum development and e-learning materials for 7 modules with partners from 4 countries
- I created content for “Cloud powered commerce” (Vtiger, WooCommerce) and “Digital marketing” (WordPress, Mailchimp, SEO, Google Ads) and delivered training to 21 entrepreneurs in Zaragoza, Spain
- I created and customized the Moodle platform (5 languages), performed updates, created courses and uploaded content
- I coordinated instructional design and developed the lessons in Articulate Storyline and video tutorials in Camtasia for my content

Let's Green, Digital and Animate Rural Inclusive Territories! (2022–2024)

- I innovated the DIGI-MOB educational method, combining digital simulations (storytelling, branching scenarios) with real-life mobility experiences
- I provided instructional design training (Vyond scripting) for 25 international trainers
- I created the curriculum methodology and coordinated curriculum development for “community development officer”

-I created content for units “Public relations in digital and green word” and “Reporting organization sustainability with GRI standard”

- I developed animated videos (Vyond) and interactive scenarios (Storyline)

Passion for Learning (2019–2022)

- I innovated the PASSION model for inclusion of early school leavers (7 steps: Perceive, Act, Stimulate, Socialize, Individualize, Obtain, Notify) and coordinated its international implementation
- I digitalized activities using storytelling, games and real case scenarios
- I created and customized the Moodle platform, courses and multilingual content
- I edited educational videos using Camtasia

Modern Mountain Guide (2017–2019)

- I trained trainers in e-learning methods, instructional design and Moodle (mobility in Gressoney Saint Jean, Italy)
- I developed and coordinated the methodology for the new “mountain guide” occupational standard, including new green skills and using ECVET framework
- I developed and customized the Moodle platform
- I created interactive lessons using Articulate Storyline 3

PROJECT COORDINATOR – INL INOVAREA LEMNULUI (INL WOOD INNOVATION) – 01/02/2010 – 31/01/2012 –
BUCHAREST, ROMANIA

·Writing project proposal and successfully receiving funding for the European project under the Lifelong Learning Programme – Leonardo da Vinci: *Sustainable Development Project – European Vocational Training for Potential Producers of Ecological Furniture Components or Managers. Future Lifestyle (SD-ECOFURNITURE)*

·Coordinated the European project LLP-LDV-TOI-09-RO-011 (acronym: SD-ECOFURNITURE), overseeing all management and implementation activities, managing the international partnership consortium, managing project European funds

- Initiated the inclusion of a new occupation, "Sustainable Development Manager for Furniture or Components," in the Romanian Classification of Occupations and contributed to the development of the corresponding occupational standard
- Designed and implemented vocational training programmes
- Coordinated the accreditation process of the developed training programmes in accordance with the National Authority for Qualifications requirements
- Developed management and marketing training modules content within the curriculum
- Selected and organized training sessions for the new profession training
- Organized and supervised intermediate assessments and final examinations for trainees
- Disseminated project results through participation in professional conferences, trade fairs, printed and online publications, online platforms, and professional networks; designed promotional materials (flyers and brochures)
- Organized national partnership meetings and coordinated collaboration activities
- Planned and delivered the international final conference at ROMENVIROTEC 2012 trade fair
- Prepared technical progress and final reports documenting project implementation
- Managed financial reporting and ensured compliance with project funding requirements

COMMERCIAL DIRECTOR – INSTITUTUL NATIONAL AL LEMNULUI BUCURESTI (NATIONAL INSTITUTE OF WOOD - BUCHAREST) – 01/03/2006 – 31/12/2011 – BUCHAREST, ROMANIA

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- Contributed to the development of the *National Export Strategy* for the furniture industry (2009)
 - Designed and implemented product, pricing, communication, and distribution policies for the institute's products and services
 - Contributed to the institute's rebranding process by conducting research and collaborating with the management team to develop innovative brand elements, as well as designing and producing new promotional and advertising materials
 - Optimized website SEO and enhanced digital content for the National Institute of Wood; developed and executed online marketing campaigns
 - Conducted market research and analysis for external clients and for institute
 - Served as Educational Project Manager for the Romanian team in the *European Training Online Wood Construction Managers* project (Leonardo da Vinci – Lifelong Learning Programme)
 - Developed e-learning materials using Moodle platform for the above-mentioned project
 - Disseminated project results through professional conferences, trade fairs, specialized publications, online platforms, and networking activities
 - Organized and coordinated the project partnership meeting hosted in Romania

MARKETING ECONOMIST – INSTITUTUL NATIONAL AL LEMNULUI BUCURESTI - NATIONAL INSTITUTE OF WOOD BUCHAREST – 01/01/2005 – 28/02/2009 – BUCHAREST, ROMANIA

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- Contributed to the drafting of the "National Export Strategy" for the furniture industry (2005);
 - Participated in the development of the medium-term strategy for the wood industry sector;
 - Conducted research and developed marketing studies for various economic agents;
 - Involved in European vocational training programs, including LEONARDO DA VINCI projects ("European Managers Construction Certification – WOOD EMC2" and "InnovaWood-EDU"), through course development and the coordination of technical, administrative, and financial aspects, as well as the organization of national meetings;
 - Authored numerous articles addressing economic and training-related issues in the wood industry, both nationally and internationally;
 - Coordinated the annual organization and institutional representation at the BIFE-TIMB Fair;
 - Established new contacts and collaborations within the FP7 research program;
 - Organized specialized seminars and professional events;
 - Co-organized the International Conference "75 Years INL" in collaboration with a team of specialists;
 - Prepared and submitted project proposals (bids);
 - Developed and maintained databases of clients and suppliers;
 - Managed relationships and collaboration with suppliers;
 - Collaborated with advertising agencies for the development of INL's graphic identity;
 - Conducted market and competitor analyses;
 - Performed SWOT analyses at the organizational level (INL);
 - Carried out customer satisfaction studies;
 - Proposed strategic measures related to pricing, communication, and distribution policies.

TOURIST INFORMATION AGENT – SC NEOTUR INTERNATIONAL – 01/01/2004 – 31/12/2004 – BUCHAREST, ROMANIA

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- Identifying tourism customers and suppliers and maintaining strong, ongoing relationships with them
 - Preparing and transmitting tourism offers, as well as managing incoming requests

- Carrying out and managing day-to-day tourism operational activities
- Maintaining effective relationships with banking institutions
- Operating and utilizing computer systems for tourism activities

● SKILLS

sales promotion techniques

Instructional design

instructional strategies | develop learning curriculum | develop a pedagogical concept | tell a story | compose digital game story | develop digital educational materials | prepare lesson content | curriculum objectives | advise on learning methods | learning difficulties | use learning strategies | learning needs analysis | develop e-learning plan

Digital skills

Moodle | Articulate/Storyline | Vyond | PowToon | Camtasia | CSS & HTML | cloud computing | WordPress | WooCommerce (Design & Management) | Microsoft Office | Outlook | Google Drive | Social Media

Project management

project management | project management principles | demonstrate intercultural competence | participatory decision-making | think critically | think innovatively | identify problems | solve problems | risk identification | apply risk management processes | develop digital content | organise project meetings | document project progress | plan resource allocation | prepare training events for teachers | manage time | human resource management | manage project changes | evaluate project plans | manage quality | project management methodology (PM²)

e-Learning development

learning management systems | e-learning | create SCORM packages | provide training on e-learning | deliver online training | authoring software | provide multimedia content | work with virtual learning environments | evaluate training | advise on strategies for special needs students

Training delivery

identify training needs | training subject expertise | adult education | apply blended learning | create training materials | organise training | instruct others | types of evaluation | define evaluation objectives and scope | plan evaluation | adapt evaluation methodology | assess prior learning

Sustainability

sustainable development goals | corporate social responsibility | global standards for sustainability reporting | ecopedagogy | promote environmental awareness

Educational management

manage educational institution's administration | evaluate education programmes | manage resources for educational purposes | develop mobility programmes | conduct educational activities | establish educational network

Communication

communication principles | use communication techniques | coordinate communication within a team | use communication devices | use different communication channels | digital communication and collaboration | disseminate results to the scientific community | develop inclusive communication material | business communication | web based collaborative platforms | corporate sustainability

● LANGUAGE SKILLS

Mother tongue(s): **ROMANIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	C1	C1	C1

