

Irina Bănoiu

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Tilburg, The Netherlands

MEDIA RESEARCHER AND PHILOSOPHER

Tenacious, inquisitive, and dedicated media professional with a robust foundation in research, ethics, and culture. Recently graduated cum laude with a focus on media's impact on identity in my research project. Eager to leverage nearly a decade of experience in media and communication in a role that encourages both personal and professional development while contributing to impactful research and teaching.

KEY COMPETENCIES

- Quantitative Research
- Project and Team Management
- Interdisciplinary Collaboration
- Data Processing and Analysis
- Applied Ethics and Social Philosophy
- Critical Analysis
- Cultural Sensitivity and Diversity
- Teaching Experience
- Fast Learning and Adaptability

EDUCATION

Masters' Degree in Media Innovation (cum laude)

Sep 2023 - Jul 2024

Breda University of Applied Sciences

Thesis "Designing Diversity: Exploring the Effects of Gendered Preferences for Design-Oriented Video Game Mechanics and Dynamics on Immersion and Identification"

Masters' Degree in the Philosophy of Contemporary Challenges

Aug 2020 - Oct 2021

Tilburg University

Thesis "On The Morality Of The Virtual Space: Problems And Solutions"

Bachelors' Degree in Moral and Political Philosophy (cum laude)

Sep 2017 - Jul 2020

University of Bucharest

Thesis "A New Philosophical Vindication of the Rights of Artificial Intelligence"

TRAINING AND WORKSHOPS

Manager Training

Oct 2021

Acquired essential communication, collaboration, and leadership skills during training for a restaurant management role.

Teacher Certification

Sep 2017 - Jul 2020

Completed the Teacher Training Program with Didactic Certification Level I, gaining expertise in pedagogical practices, specialty teaching techniques, and foundational aspects of education, preparing me for effective teaching roles in various educational settings. Practiced teaching to high-school students.

EXPERIENCE

Media Research and Development

Sep 2023 - Jul 2024

Breda University of Applied Sciences

During my Master's at BUAs I had the chance to work on a multitude of media and research projects, including:

- Concept development: worked with Banijay Benelux and Banijay Australia on developing two innovative media concepts starting from their TV shows Big Brother and Lego Masters. Conducted desk and qualitative research to guide decision making, and created prototypes, visuals, and scripts.
- Advertisement research: created two original ideas for ads, conducted quantitative research to determine their performance, analyzed the data using SPSS, presented the results and final decision in the form of an infographic poster and a pitch.
- App development: identified customers' problem via mixed methods research, developed a solution using UX design, created an app prototype and tested it with users, integrated feedback into the product, wrote a product report and delivered several presentations during development.
- Business development: identified a target audience and market sector for the app via qualitative research, worked on all business aspects: legal and intellectual property, marketing, and consumer behavior, to create a successful innovative product, wrote a business report.
- Research proposal: identified a social issues via desk research, conducted a literature review, created hypotheses and a research model, and considered possible limitations and ethical considerations.
- Transmedia strategy: created a fictional universe for a well-known movie and created the concepts for a video game, a TV show, and an alternate reality game (ARG), in that universe, writing scripts and characters arcs, creating visuals, developing mechanics, and ensuring consistency.
- Thesis research: developed and implement a quantitative research proposal, conducted an experiment, analyzed and interpreted the results using SPSS, discussed the results and considered the societal and industry implications of the findings.

Hospitality Manager

Oct 2021 - Current

DADAWAN Tilburg

- As the floor manager of one of Tilburg's biggest restaurants I have to lead a diverse team of over 30 individuals, and ensure a high quality service to more than 200 guests at the same time.
- I carry out daily tasks such as scheduling, managing inventory, predicting sales, communicating and motivating the team, meeting special needs and resolving any possible complaints from guests, improvise when needed and finding creative solutions, working under pressure and adapting to a fast-changing environment.
- I started working here as a part-time waiter during my studies and within half a year I was promoted to manager, due to my ability and willingness to learn new information fast and my motivation to evolve constantly.

PR Vice-president

Oct 2018 - May 2020

PHILOS

- Coordinated and led the Public Relations department and its volunteers for the PHILOS Student Association.
- Developed and presented ideas for cultural events to the Faculty of Philosophy, invited speakers and professionals, designed promotional materials, and actively promoted events on social media platforms.
- Engaged in diverse responsibilities, including attending board meetings, collaborating with other departments, and establishing partnerships with brands and other student associations.

Hyperflash

- I started my internship at an online news publication as a journalist, and after successfully completing all the tasks associated with the role I was promoted to editor.
- Conducted in-depth research, attended live events, and collaborated with photographers and reporters to create engaging news stories covering current political, cultural and social affairs.
- Independently published news stories using a content management system, applied SEO principles for traffic optimization, and strategically promoted content through various social media platforms.
- Ensured the accuracy, readability, and unbiased nature of news content by meticulously editing colleagues' articles, fact-checking information, and delivering trustworthy stories to the public.
- Oversaw the coordination of teams for live event coverage, managed logistics, maintained relations with event organizers, and secured media accreditation, ensuring the successful execution of news coverage under tight deadlines.

REFERENCE LIST

Oliver Davies

Senior Lecturer of Games and Media at Breda University of Applied Sciences
davies.o@buas.nl
+310610432311

Oliver was my thesis supervisor, my program coordinator for the first half of the year, and my teacher for the course "Media Theory" during my Master in Media Innovation.

Oscar Bastiaens

Senior Lecturer of Ethics and Transmedia at Breda University of Applied Sciences
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+310641914140

Oscar was the second reader of my thesis, my program coordinator for the second half of the year, and my teacher for the course "Media Theory" during my Master in Media Innovation.

Constantin Vică

Vice Dean of the Faculty of Philosophy at the University of Bucharest
constantin.vica@filosofie.unibuc.ro
+40213059727

Constantin was my thesis supervisor, and my teacher for the course "Freedom and Worldviews" during my Bachelor in Moral and Political Philosophy.