

PERSONAL INFORMATION **Maria Cristina Ghiță**



📍 STR. STEJARULUI, CĂLĂRAȘI, ROMÂNIA

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Sex: Female

Date of birth: 29/04/1985

Nationality: Romanian

WORK EXPERIENCE

MAY 2015 – PRESENT **Quantitative Research Director**

IMAS – Marketing și Sondaje, 44 Sfinții Apostoli Street, Bucharest

- Organizing a project: keeping a close contact with the client for the entire survey period, organizing and planning research projects, assigning research projects to quantitative researchers, keeping contact with fieldwork coordinators, producing and presenting final reports, producing and presenting research methodologies to the General Director.

Business or sector Market research

FEB. 2015 – MAY 2018 **Teaching Assistant for the Marketing course**

University of Bucharest, Faculty of Sociology and Social Work

- Providing training to students on basic marketing concepts, types of researches conducted and main sampling techniques.

Business or sector Marketing

OCT. 2008 - MAY 2015 **Researcher**

IMAS – Marketing și Sondaje, 44 Sfinții Apostoli Street, Bucharest

- Organizing a project: keeping a close contact with the client for the entire survey period, drafting a questionnaire or translating a given one, sampling, fieldwork coordination, preparing final reports.

Business or sector Market research

SEPT. 2008 – OCT. 2008 **Qualitative assistant (Internship)**

Unlock Market Research, 44 Alexandru Ioan Cuza Blv., Bucharest

- Organizing focus-groups: bringing participants to focus-groups, transcripts.

Business or sector Market research

NOV. 2006 – APR. 2007 **Part time copywriter (Internship)**

Baritchi Advertising, 58 Gen Petre Popovat Street, Bucharest

- Drafting texts for online advertising.

Business or sector Advertising

JUN. 2005 – JUN. 2005 **Internship**

GFK Romania, 3 George Constantinescu Street, Bucharest

- Interviewer, input operator.

Business or sector Market Research

MAR. 2005 – MAR. 2005 **Interviewer**

Centre for Media Surveys and New Communication Technologies, 1 Schitu Magureanu Blv., Bucharest

- Interviewing local media representatives.

Business or sector Market Research

EDUCATION AND TRAINING

2013 - PRESENT **PhD candidate**

University of Bucharest, Faculty of Sociology and Social Work

- Sociology (Domain of interest: Ageing and social change, Ageism)

2011 - 2013 **Master degree**

University of Bucharest, Faculty of Sociology and Social Work

- MoRiS – Master of Research in Sociology, teaching language English

2008 – 2009 **Master degree (not completed)**

University of Bucharest, Faculty of Sociology and Social Work

- Advanced Sociological Research, teaching language Romanian

2007 – 2008 **Exchange program**

University of Umea (Sweden), Faculty of Sociology

- Sociology

2004 - 2008 **Bachelor degree**

University of Bucharest, Faculty of Sociology and Social Work

- Communication and Public Opinion

2000 - 2004 **High-school**

Mihai Eminescu Highschool, Calarasi

- Mathematics-Informatics Advanced English

PERSONAL SKILLS

Mother tongue(s) Romanian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
Nov. 2008: IELTS Certificate					
Jan. 2004: Professional Certificate in English - Mihai Eminescu Highschool, Călărași					
French	B1	B1	B1	B1	B1
none					

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user
[Common European Framework of Reference for Languages](#)

Communication skills Good communication and presentation skills gained through my experience as a quantitative research director.

Organizational / managerial skills Leadership skills gained through my experience as a quantitative research director.

Digital competence

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient	Proficient	Proficient	Proficient	Proficient

Levels: Basic user - Independent user - Proficient user
[Digital competences - Self-assessment grid](#)

Jan. 2004: Professional Certificate in Informatics - Mihai Eminescu Highschool, Călărași

- good command of the Office suite (Word, Excel, PowerPoint)
- good command of SPSS, R and Power BI.

Other awards/ trainings/ courses May 2008 - 1st place for a research project, in the Session of Scientific Projects, University of Bucharest, Faculty of Sociology and Social Work

May 2008 - Excellence Award for Sociological Research, Session of Scientific Projects, University of Bucharest, Faculty of Sociology and Social Work

ADDITIONAL INFORMATION

- Projects**
- June 2016 - Present. Researcher. Firms Survey - SME Banking Program. Project conducted for World Bank Group and IFC.
 - September 2010/ 2013/ 2015. Project Manager. Social, Economic and Political Issues in Romania. Report prepared for US State Department.
 - August, 2013. Project Manager. Citizens and the State in Eastern Europe. Beneficiary: University of Warsaw.
 - October 2011. Project Manager. Unilever Food Solutions, report designed for Unilever Romania.
 - May 2011. Researcher. Marginalized Roma in Central and South-Eastern Europe, documents prepared for UNDP – United Nations Development Programme.
 - May 2011. Project Manager. People with Disabilities and the Labor Market, report designed for Active Watch - The Agency of Press Monitoring.
 - January 2011. Project Manager. Perceptions and Attitudes towards Cancer Disease, report designed for The Romanian Federation of Cancer Patients Associations.
 - January 2011 - Present. Project Manager. Bank Evaluation, report designed for Bancpost.
 - May 2010 - Present. Project Manager. Hervis - Brand Awareness (tracking survey). Report designed for Hervis.
 - April 2010. Project Manager. Renault Ad Awareness. Report designed for Renault Romania.
 - February 2010 - Present. Project Manager. Medicine Brand Awareness, tracking survey. Documents prepared for Berlin-Chemie.
 - October 2009. Project Manager. The Panel Evaluation of Public Policy in Romania. Report designed for Agency of Governmental Strategies (ASG).
 - April 2009. Project Manager. Evaluation of the Civil and Penal Code in Romania, paper prepared for Transparency International.

- Conferences** Utrecht, June 26-July 1, 2018, XXXVIII Sunbelt Conference (IMAS).
- Bucharest, November 2016, "Perceptions and Attitudes Towards Diabetes". InoMed - Center for Innovation in Medicine and Novo Nordisk (IMAS).
- Bucharest, November 2014, "Stories of Institutionally coined Resistance to Educational Policies coming from two Romanian Roma Communities - Liești, Galați and Frumușani, Călărași". 11th Annual Conference of the Romanian Society for Social and Cultural Anthropology (SASC), Venue: Faculty of Sociology and Social Work, Babeș-Bolyai University, Cluj (University of Bucharest).
- Bucharest, February 2012, "Civic Activism and Attitudes towards Protest among Young People in Romania", Miliția Spirituală and Trust for Civil Society in Central and Eastern Europe (IMAS).
- Bucharest, October 2011, "Philips Health Round Table - Romanians attitude towards health", Philips Romania (IMAS).
- Bucharest, May 2011, "The Same Meaning or the Same Shape? - An Analysis of the Moderator's Speech in Qualitative Research" (University of Bucharest).
- Bucharest, May 2011, "SOCSEM - A Class Half Full or Half Empty?" (University of Bucharest).
- Bucharest, February 2011, "The Panel Evaluation of Public Policy in Romania – Results Dissemination", Agency of Governmental Strategies (IMAS).
- Session of Scientific Projects, May 2008, "A story about flirting - comparative approach Sweden - Romania", (University of Bucharest).