

# LOREDANA CRISTINA DUMITRAȘCU, DMD, PHD

Health Communication specialist with 15 years experience in Journalism, Marketing and Public Relations. Non-clinical dentist & medical consultant. Coordinator of community-based health prevention programs.

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Born: September 12, 1975

## EMPLOYMENT HISTORY

### Current Position

#### **2016-present: Oral Health Liaison Coordinator, Colgate-Palmolive Romania**

Building and leveraging partnerships with Public Health and Dental influencers to implement Public Health & Community Dentistry Programs – Colgate Bright Smiles, Bright Futures (Program Școlar Colgate) & Colgate Smiles (Programul Zâmbete Colgate) – and to develop educational programs for dental students (lectures, workshops and digital courses). Managing a team of three Oral Health Liaison Specialists.

### Academic Career

#### **2003-2016: academic member of staff at the Behavioral Sciences Department, Faculty of Dentistry, Carol Davila University of Medicine and Pharmacy, Bucharest.**

#### **Academic Tutor (2003-2008) – Teaching Assistant (2003-2008) – Lecturer (2013-2016)**

**Teaching Responsibilities:** designing of courses and seminars, developing the Behavioral Sciences curricula, preparing materials and delivering lectures to undergraduate students, preparing and facilitating discussions and group activities at seminars, assessing students' work, supervising student's research and dissertations.

**Research Responsibilities:** offering ideas for new research, designing the studies, conducting the research program, publishing scientific articles, speaking at conferences.

**Administrative Responsibilities:** writing the course's handbook, designing exams' questions and answers, evaluating the students' work.

**Social Services Programs Coordinator Responsibilities:** designing and organizing social services programs of oral health education and oral health care for disadvantaged communities. Identifying the disadvantaged communities. Finding sponsorship (money or oral care products). Designing the oral health education lesson and the evaluation methods for the program. Organizing the students' teams and coordinating the program. Reporting the results to sponsors and the academic staff.

### Medical Consultancy

#### **2014-2016: Medical Consultant, Colgate-Palmolive Romania.**

Writing articles, children's stories and advertorials for general public, building and sustaining presentations for dental professionals, translating scientific articles, PR and marketing consultancy for printed materials and campaigns.

### Marketing & PR

#### **2015: PR Manager, Premed Medical Center.**

Planning the communication strategies and the events calendar. Organizing and promoting events. Writing and sending press releases and post-event reports, articles and news. Managing the online communication. Creating the social media accounts, developing social media campaigns and engaging the public in online communities. Overseeing the creation of advertisement, the design of the print ads and the production of other marketing materials.

**2009-2015: Marketing Manager, Speranta TV (Hope Channel Romania) and Radio Vocea Speranței (Voice of Hope Radio), Bucharest.**

Planning the marketing and communication strategies for Hope Channel Romania and the Voice of Hope Radio. Overseeing the creation of advertisement, the design of the print ads and the production of other marketing materials. Organizing and promoting events. Writing and sending press releases and post-event reports, articles and news. Managing the online communication. Creating the social media accounts, developing social media campaigns and engaging the public in online communities.

**2007-2009: Freelance Project Manager for the National Union of Dental Associations UNAS (www.unas.ro) and for One to One website (www.121.ro), Bucharest.** Planning and writing communication campaigns to increase the awareness of the organizations in the targeted public (dentists/ women/ parents).

**2005-2007: Brand Manager, Superbebe Magazine, Realitatea-Cațavencu Press Group, Bucharest.** Planning the brand communication strategy, according to the press group marketing and PR strategy. Organizing parenting events (“Super-Mother for Superbebe”) and participating at fairs, festivals and exhibitions (Baby Expo, Kidex, The Chocolate Festival). Organizing sampling and free trial activities in hospitals and private clinics, medical offices and kindergartens. Writing and sending press releases and post-event reports, articles and news. Overseeing the design of the print ads and the production of other marketing materials.

## **Journalism**

**2009-2016: TV producer, Speranța TV (Hope Channel Romania), Bucharest.**

Producing and hosting live TV shows addressing health, lifestyle and behavior changes. Reporting from medical events. Producing and supervising the pre and post-production of documentary and reality TV series about medical interventions. TV shows: “The State of Well-Being”, “Make a change”, “Save His Life!”.

**2001-2016: Host, Radio Vocea Speranței (The Voice of Hope Radio), Bucharest.**

Producing and hosting live and recorded radio shows and features addressing medical and social issues. Producing and hosting the morning show.

**2007-2008: Editor in Chief, Ioana Visul copiilor (Children’s Dream) Magazine, Hubert Burda Media Press Group, Bucharest.**

Creating the editorial strategy and the monthly editorial plan. Copy editor for the magazine’s articles. Contributing editorial pieces. Working with the Art Director on changing the magazine’s layout and structure. Working with the Marketing Department implementing ways to increase readership and creating events for parents and children.

**2002-2005: Contributor at Mami Magazine (Sanoma Hearst Press Group), Viața + Sănătate (Life + Health) Magazine and Viața Medicală (Medical Life) Magazine, Bucharest.**

Researching for and writing health, lifestyle and parenting stories and news. Reporting from events (seminars, conferences and parenting events). Reviewing books and magazines. Conducting and editing interviews with physicians, psychologists and other personalities.

## **Internship**

**2003:** Intern, The Press Office within the Public Relations Direction of the National Ministry of Defense, Bucharest.

**1993-1995:** Intern, Cuget Liber Newspaper, Constanța. Feature: “Între noi, adolescenții” (“Between us, the teenagers”).

**1993-1994:** Editor in Chief, Ovidius Magazine of the “Ovidius” High school, Constanța.

## **Volunteering**

**2012-present:** Volunteer Trainer & Project Manager, Autoimmune Disease Patients’ Association, Bucharest.

**2015:** Volunteer Trainer, National Administration of Penitentiaries, Târgșor Woman’s Penitentiary

**2012:** Volunteer journalist, Association P.A.V.E.L., the Romanian organization of parents whose children have cancer, leukemia or grave anaemia.

## EDUCATION

**2005-2010:** University of Bucharest, Faculty of Sociology and Social Work, doctoral studies in Sociology (The Attitude and Behavior Change Strategies). Coordinator: Prof. Septimiu Chelcea.

**2008-2010:** University of Bucharest, Faculty of Psychology and Educational Sciences, Master degree in Psychotherapy and Psycho Diagnosis.

**2002-2007:** National School of Political Studies and Public Administration Bucharest, Faculty of Communication and Public Relations.

**1995-2001:** Carol Davila University of Medicine and Pharmacy, Faculty of Dentistry.

**1990-1994:** Ovidius High school, Bachelor's degree in mathematics and physics.

### Courses and continuing education

**2015:** Opportunity Associates Romania: Training of Trainers course.

**2003:** Romanian Society of Broadcasting in collaboration with the USA Embassy: Radio Journalism and Program Making Course

**2001-2002:** University of Bucharest, School of Journalism and Mass Communication Sciences, Journalism Postgraduate Course.

## PORTOFOLIO EXCERPT

Publisher Book, "Changing Attitudes and Behaviors Towards Oral Health", Carol Davila Publishing House, Bucharest, 2012. Sponsored by Colgate-Palmolive Company: [see here](#).

Article about decay prevention, sponsored by Colgate-Palmolive Company, published in Medical Advice online magazine in 2015: [see here](#).

"Save His Life", a first aid and medical emergencies TV show, describing the chain of survival, the safety of the rescuers, and the procedures in medical and surgical emergencies. Partners: Mobile Emergency Service for Resuscitation and Extrication (SMURD), The Romanian General Inspectorate for Emergency Situations (IGSU), Prahova Regional Ambulance Services, The General Inspectorate of Aviation, The Romanian Police: [see here](#).

Oral Healthcare Guide for parents, published in Superbebe Magazine in June 2006: [see here](#).

Online campaign for the release of the "Bestseller" micro-documentary in Romania: a series of 7 articles written by the American writer Clifford Goldstein. Producer of an episode of Perspective TV Show, presenting the micro-documentary with a live interview with the author: [see here](#).

News story about the 7<sup>th</sup> Anniversary of Hope Channel Romania in April 2014, published in Adventist Review online, the most prestigious Adventist magazine worldwide: [see here](#).

News story about the "Horizon of Hope" TV series and campaign, held in Bucharest in December 2013, published in Adventist World, an Adventist magazine printed in 1.2 billion copies worldwide and translated in more than 10 languages: [see here](#).

Article about two parenting events organized for Hubert Burda Media group in 2008: Jacques Salome's visit in Romania and a seminar about the benefits of swimming in early childhood: [see here](#).