

SABIN POPESCU

Web Design & Development • Graphic Design • Content Writing • IT Tech Support

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Portfolio

EXPERIENCE

DIGITAL & PRINT COMMUNICATION SPECIALIST

eu-LISA, 7/2018 → present 🇧🇪

Operational since 2012, eu-LISA (the European Union Agency for the Operational Management of Large-Scale IT Systems in the Area of Freedom, Security and Justice) manages the IT backbone of the Schengen Area.

- > Graphic design, DTP;
- > Photography, image editing;
- > Draft specifications, test, coordinate and promote outsourced projects: website & visual/ brand identity refresh, promo portal, quiz, various publications and videos, greeting cards, 10-year anniversary products, digital storytelling project;
- > Developed news magazine, database-less app for displaying TV-style news items on internal screens, teleprompter app, interactive maps, and a CSS facelift;
- > Recurring responsibilities: website and social media content creation, SEO, analytics, customer service, video recording and editing, internal communication, event management, helpdesk, liaison with external partners, represent the agency at EU-level meetings;
- > Training courses: photo/ video pre- and post-production, the Adobe Suite, podcast production, social media.

WEBMASTER & COMMUNICATION OFFICER

NATIONAL BANK OF ROMANIA, 2/2012 → 6/2018 🇷🇴

Established in 1880, the NBR is the country's central bank, responsible for price stability.

- > Developed main website interactive features: maps, charts, banknote security features, currency converter, 360° tour, responsive publications, plus a CSS facelift;
- > Developed a dashboard monitoring system for health-checking daily financial indicators;
- > Developed two satellite websites: bank blog and macroprudential supervision body;
- > Draft specifications, test coordinate and promote outsourced projects: forum, monetary policy game, mobile website, smartphone app, website & visual/ brand identity refresh, financial education videos;
- > Launched the bank's LinkedIn and YouTube channels;
- > Recurring responsibilities: website and social media content creation, SEO, analytics, customer service, infographics, basic DTP, video editing, live streaming pre- and post-production, basic sysadmin, internal communication, helpdesk, liaison with external partners, representing the bank in international working groups;
- > Training course: Social Media in Financial Institutions.

CO-FOUNDER & WEB ADMINISTRATOR

DIGITAL MASTER Studio, 4/2010 → 1/2012 🇷🇴

- > Developed turn-key online stores and presentation websites for the company's products, covering design, development, content, promotion, maintenance;
- > Brands/ projects managed:
 - Blue Cactus > design and print production;
 - X-Tiles > digital interior decorations;
 - Pinacoteca Digitală > canvas prints;
 - Brandt Studio > art store in Bucharest.
- > Graphic design, DTP.

JOURNALIST

ITKEYMEDIA, 2020 → 2022 🇷🇴

ITKeyMedia is an online media group promoting the IT and startup sectors in Central and Eastern Europe.

- > Research, write, publish and optimise articles;
- > Web development consultancy.

DEVELOPER & CONTRIBUTOR

DASCLOUD MEDIA, 2012 → 2014 🇷🇴

DasCloud was an online magazine that covered technology, design and business.

- > Develop data visualisation projects;
- > Research and write/ edit articles.

JOURNALIST

ZIARUL FINANCIAR (Mediafax), 11/2006 → 7/2009 (2013) 🇷🇴

Founded in 1998, ZF is the most important daily business newspaper in Romania.

- > Over 2'000 stories and analyses published for the IT&C section (occasionally for other sections as well);
- > Write and edit articles/ analyses for the paper's yearly/ monthly/ weekly/ daily thematic publications;
- > International event coverage: conferences, fairs, interviews with company executives;

Additional Roles:

- > 2009-2013: Freelance journalist for ZF;
- > 2005-2008: Freelance writer, feature writer and later editor-in-chief of go4it!, edited by ZF, the first gadget magazine on the market - write articles and editorials for the magazine's columns, product reviews.

PHOTO EDITOR

ROMANIAN INTERNATIONAL UNIVERSITY FAIR

(Educativa), 2005 → 2007 🇷🇴

RIUF (now IUF) was the largest education fair in Central and Eastern Europe. The 2005 edition attracted over 7'100 visitors and 58 exhibitors from 14 countries.

- > Photography;
- > Image editing for the media kit that promoted the event worldwide.

ASSISTANT MANAGER

• **PROPHOX** Advertising Agency, 5/2005 → 7/2009 🇷🇴

• **WAVE PR&COMMUNICATION**, 6/2003 → 4/2010 🇷🇴

- > Client service;
- > Graphic design;
- > Draft press releases and presentations;
- > Event management;
- > IT Administrator - software and hardware installation/ assembly, configuration and maintenance in a SOHO network.

FREELANCER

2003 → present 🇷🇴

- > Design and development portfolio;
- > Digital art exhibition hosted in Tallinn;
- > Hardware + software installation and troubleshooting;
- > Data recovery;
- > Equipment acquisition consultancy;
- > Internet research and investigation services;
- > Copywriting, editing & proofreading;
- > Translations (EN ⇌ RO).

SKILLS

Photoshop	
Illustrator, Figma	
Premiere, Audition	
Bryce, Poser	
HTML	
CSS	
JS	
-> jQuery, Google Maps API, HighCharts	
LAMP Stack	
[Linux, Apache, MySQL, PHP] -> WordPress, Joomla, PrestaShop, Shopify	
Microsoft Stack	
-> C#, ASP.NET, SQL Server, SharePoint	
Office, iWork, Docs	
Windows	
macOS	
Linux	
Hardware assembly	
Networking	
Cryptography	
Password & data recovery	
Digital signatures	
Legacy: MS-DOS, Windows 3.x-8, Mac OS Classic, QBasic, Pascal, C++, FoxPro, Freehand	
Driving (B, A)	
Transited territories: A, AL, AUS, AX, B, BG, BIH, CDN, CH, CY, CZ, D, DK, E, EST, F, FIN, H, HKJ, HR, I, IL, IRL, IS, J, L, LT, LV, M, MNE, N, NL, NMK, NZ, PL, PS, RA, RKS, RO, S, SK, SLO, SRB, UK, USA	
English (-C2)	
French (-B2)	
Spanish (-A2)	
Japanese (-A1)	
Romanian (native)	

Certificates:

- IELTS, 2009, British Council, Bucharest
- TOEFL, 2004, ETS, Bucharest
- Japanese Language Proficiency Test Level 3, 2003, Japanese Ministry of Education, Sofia

Experience in:

- > Entrepreneurship;
- > Communication strategies;
- > Brand identity;
- > Writing for the web;
- > Social Media outreach;
- > Ad-hoc QA/ testing;
- > Hyper-attention to details;
- > Multi-cultural environments;
- > Working with tight deadlines;
- > Analytical thinking;
- > Team- and solo-work.

EDUCATION

M. Sc. > IT Security

MILITARY TECHNICAL ACADEMY, 10/2009 -> 3/2011

- > Graduation **Thesis**: Hiding Malicious Content in PDF Documents in Order to Forge Digital Signatures;
- > Attended **SECIT&C**, Bucharest, 2010, regional event focused on information security management;
- > **Published article** in *Journal of Information Technology and Communication Security*, Academy of Economic Studies Publishing House, Bucharest, 2010, ISBN 978-606-505-385-4;
- > Curriculum highlights: cryptography, network security, IPSec, SSL, digital signatures, PKI, web apps security, database security, forensics, steganography, auditing and certifying information security management systems, ISO 2700x.

B. Sc. > Automation and Applied IT

HYPERION University, 10/2005 -> 7/2009

- > Graduation **Thesis**: Call Centre Software for Feedback Controlled Employee KPI/ Performance Measurement;
- > Curriculum highlights: C/ C++ programming, object-oriented programming, databases, system reliability and optimisation, microprocessors, computer networks, computer architecture.

Baccalaureate

SPIRU HARET National College, 9/2001 -> 7/2005

- > Student exchanges in The Netherlands (2002) and Sweden (2004);
- > Published article and photos in *Tinerii și Violența (Youth and Violence)*, Semne Publishing House, Bucharest, 2004, ISBN 973-624-219-6;
- > 3D artwork and photography featured in 3 exhibitions hosted by the school;
- > IT and English language certifications, 2005;
- > SAT I and SAT II exams, 2004-2005.

INTERESTS

- > Table tennis;
- > Member of **IPSC**, .45;
- > Member of **Europlate**.