



Andreea - Isabella Moroșanu

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WORK EXPERIENCE

UNIVERSITY TEACHING ASSISTANT – FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION, AL. I. CUZA UNIVERSITY OF IAȘI – 20/02/2023 – 31/05/2026 – IAȘI, ROMANIA

Business or Sector: Education | **Department:** Business Management, Marketing and Administration |

Website: <https://www.feaa.uaic.ro>

Delivered entrepreneurship seminars combining academic knowledge with practical business experience. Mentored undergraduate students in business planning, innovation, and entrepreneurial project development. Facilitated experiential learning through case studies, market analysis, and venture creation exercises. Promoted entrepreneurial resilience, strategic thinking, and opportunity recognition. Evaluated student performance and contributed to the development of educational resources and seminar materials.

BUSINESS MANAGER – MINI MIBS SRL – 04/07/2022 – Current – IAȘI, ROMANIA

Key responsibilities:

Overseeing the company's overall operations, financial administration, and strategic development;
Managing and supervising employees and coordinating daily business activities;
Developing and implementing marketing strategies for both the company and its clients;
Managing and expanding client relationships and customer databases;
Providing marketing consultancy, including market research, social media content development, and communication strategies;
Advising SMEs on business development and identifying national and European funding opportunities;
Preparing, managing, and implementing investment and grant-funded projects;
Monitoring service quality standards and evaluating service delivery costs.

Key achievements:

Founded the company through a business start-up project financed under the European Social Fund (ESF) through the Human Capital Operational Programme 2014–2020 (e-Antreprenor Business Plan Competition). Successfully developed and implemented multiple European and government-funded projects for start-ups and established SMEs.
Contributed to the development and implementation of the **AI Agents and Models Evaluation Platform** project (SMIS 338552), implemented by STRONGBYTES CONSULTING SRL in partnership with the **Gheorghe Asachi Technical University of Iași**, with a total project value of **€3.1 million**.
Contributed to the development and implementation of the **AI Agent for Secure On-Board Computer Configuration** project (SMIS 343955), implemented by INATECH SRL, with a total project budget of **€250,000**.
Contributed to the development and implementation of the **Machine Learning-Based Intrusion Detection System for the Automotive Industry** project (SMIS 344188), implemented by BPLUS SOFTWARE CONSULTING SRL, with a total project budget of **€125,000**.

BUSINESS MANAGER – CREATIVE MIBS SRL – 01/03/2017 – Current – IAȘI, ROMANIA

Key responsibilities:

Managing the company's overall operations, financial administration, and business development activities;
Leading and supervising employees while coordinating day-to-day business operations;
Developing and implementing marketing and sales strategies to achieve business objectives;
Conducting market research and evaluating business performance indicators;
Managing and expanding client relationships and customer databases;
Providing business and management consulting services to SMEs;
Establishing quality standards and monitoring service delivery performance.

Project Development & Management:

Identifying national and European funding opportunities for businesses and investment projects;

Preparing project documentation, funding applications, and implementation plans;
Managing investment projects throughout their lifecycle, including planning, implementation, reporting, and stakeholder coordination;
Organizing procurement procedures and ensuring compliance with funding requirements;
Preparing progress reports and supporting project monitoring and evaluation activities;
Coordinating project teams, contractors, and external stakeholders.

Selected Projects:

Contributed to the development and implementation of the **Deep Learning-Based Artificial Intelligence System for Advertising Image Recognition** project (SMIS 122097), implemented by **DOMO MEDIA SRL**, with a total project budget of approximately **€415,000**.

Contributed to the implementation of the **Energy Efficiency Improvement Measures** project for **SELECT GRUP SA**, with a total project budget of approximately **€112,000**.

Contributed to the implementation of the **Energy Efficiency Improvement Measures** project for **AUTO PADOVA SRL**, with a total project budget of approximately **€100,000**.

FINANCIAL ANALYST – PENCRAFT SRL – 01/04/2016 – 30/08/2016 – IAȘI, ROMANIA

Prepared and coordinated funding application documentation for European-funded investment projects, including feasibility studies, cost-benefit analyses, and grant applications;
Supported SMEs in accessing European funding opportunities;
Liaised with clients throughout the application process to ensure compliance with funding requirements and successful submission of project documentation

BRANCH MANAGER – EASY CREDIT 4 ALL IFN S.A. – 01/12/2014 – 30/03/2016 – IAȘI, ROMANIA

Key responsibilities:

Led daily team meetings and established operational priorities and work schedules;
Supervised and coordinated the activities of branch employees;
Identified and resolved operational and administrative issues within the branch;
Monitored cash handling operations and treasury balances to ensure compliance with internal procedures;
Reviewed and verified documentation required for credit approval and loan contract execution;
Prepared operational and performance reports for senior management;
Managed the overall administration and performance of the branch office;
Contributed actively to the achievement of monthly sales and business targets;
Maintained relationships with external stakeholders, including notaries, land registry offices, and service providers.

Skills developed:

Sales Management
Team Leadership and Team Management
Customer Portfolio Management
Training and Coaching
Problem Solving and Decision-Making
Multitasking and Operational Management
Stakeholder Relationship Management

FINANCIAL ANALYST – EASY CREDIT 4 ALL IFN S.A. – 01/10/2013 – 30/11/2014 – IAȘI, ROMANIA

Key responsibilities:

Prepared and processed documentation related to mortgage-backed loan agreements;
Managed loan portfolios, including the preparation of contract amendments and related documentation;
Maintained and updated customer records and loan information within the company's internal management system;
Performed primary accounting activities, including issuing proforma and fiscal invoices, payment orders, expense reports, cash registers, and travel expense documentation;
Ensured the accuracy and completeness of financial and administrative records in compliance with company procedures.

Skills developed:

Customer Relationship Management
Client-Oriented Communication
Time Management and Multitasking
Financial Documentation and Record Management
Microsoft Office Suite
Attention to Detail and Administrative Accuracy

SECRETARY – EVOLUZIONE SRL – 01/04/2011 – 30/05/2013 – IAȘI, ROMANIA

Managed administrative and secretarial operations, including document processing and financial record maintenance;
Supported primary accounting activities using WinMentor Enterprise;
Maintained supplier invoices, payment records, and expense documentation.

FINANCIAL BROKER – ALLIANZ TIRIAC S.A. – 01/04/2011 – 30/01/2012 – IAȘI, ROMANIA

Key responsibilities:

Provided financial consultancy services regarding life insurance products, including protection, savings, and investment solutions;

Identified clients' financial needs and recommended suitable insurance and long-term financial planning products;

Promoted and sold life insurance products in accordance with clients' financial objectives and risk profiles;

Developed and maintained relationships with existing and prospective clients.

Skills developed:

Financial Advisory

Sales and Negotiation

Customer Relationship Management

Client Needs Assessment

Communication and Presentation Skills

Financial Planning

INSURANCE BROKER – GROUPAMA ASIGURĂRI S.A. – 01/03/2010 – 30/04/2011 – IAȘI, ROMANIA

Promoted and sold property and casualty insurance products offered by Groupama, providing clients with tailored insurance solutions based on their individual needs and risk profiles.

CASHIER – KENVELO ROMANIA SRL – 01/10/2007 – 30/07/2010 – IAȘI, ROMANIA

Key Responsibilities:

Customer advisory and support.

Cash handling, invoicing, and inventory management.

Sales reporting and payment processing.

Coordination of daily operational activities.

Skills Acquired

Primary Accounting

Coordination Skills

Customer Service

Administrative Operations

● **EDUCATION AND TRAINING**

30/09/2024 – CURRENT Iași, Romania

PHD STUDENT IN BUSINESS ADMINISTRATION Doctoral School of Economics and Business Administration, Alexandru Ioan Cuza University of Iași

Field of study Business, administration and law

31/03/2024 – 31/05/2024

POSTGRADUATE PROGRAMME IN EDUCATIONAL PSYCHOLOGY AND TEACHER TRAINING (LEVEL II)

Faculty of Psychology and Educational Sciences

30/09/2023 – 29/02/2024

POSTGRADUATE PROGRAMME IN EDUCATIONAL PSYCHOLOGY AND TEACHER TRAINING (LEVEL I)

Faculty of Psychology and Educational Sciences

01/10/2020 – 30/06/2022 Iași, Romania

BACHELOR'S DEGREE IN ECONOMICS Facultatea de Economie și Administrarea Afacerilor, Universitatea „Al. I. Cuza” Iași

- Proficiency in marketing concepts, methods, techniques, and tools
- Marketing mix development and implementation
- Sales and customer engagement techniques

Field of study Business, administration and law

18/04/2017 – 28/04/2017 Iași, Romania

CERTIFICATE IN ENTREPRENEURIAL SKILLS EURO PERSONAL SRL

Professional Skills Acquired

- Development and management of business entities
- Business plan preparation and evaluation
- Identification of funding sources and financing opportunities
- Home-based business development
- Women's entrepreneurship and entrepreneurial empowerment

30/11/2011 – 30/11/2013 Iași, Romania

MASTER'S DEGREE IN REGIONAL DEVELOPMENT Centre for European Studies, Alexandru Ioan Cuza University of Iași

- Regional Development Research
- Regional Economic Analysis
- Regional Policy Development and Evaluation
- Data Collection and Interpretation
- Applied Economic Modelling
- Independent Research Skills

Field of study Business, administration and law

30/11/2008 – 30/11/2010 Iași, Romania

MASTER'S DEGREE IN FINANCE Faculty of Economics and Business Administration, Alexandru Ioan Cuza University of Iași

- Analyzed issues related to risk and uncertainty in contemporary economies and societies.
- Developed and implemented financial policies tailored to the needs of private and public organizations.
- Applied principles of financial management within financial departments and insurance companies.
- Used budgeting and financial auditing techniques effectively in organizational contexts.

Field of study Business, administration and law

30/11/2005 – 30/11/2008 Iași, Romania

BACHELOR'S DEGREE IN ECONOMICS Faculty of Economics and Business Administration, Alexandru Ioan Cuza University of Iași

- Identified, analyzed, and interpreted information from professional and academic sources.
- Solved problems related to international economics and business and evaluated alternative solutions.
- Developed competencies in managing, promoting, and expanding international relations within national and international organizations.
- Applied economic and business principles in international contexts.

Field of study Inter-disciplinary programmes and qualifications involving business, administration and law

● **LANGUAGE SKILLS**

Mother tongue(s): **ROMANIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B2	B2	B2	B2	B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **SKILLS**

Microsoft Word | Microsoft Excel | Microsoft Powerpoint | Microsoft Office | Zoom | Cloud Drives (iCloud Google Drive Dropbox OneDrive)

● DRIVING LICENCE

Driving Licence: B

● CONFERENCES AND SEMINARS

14/05/2026 – 16/05/2026 IAȘI ROMÂNIA

EURINT 2026 International Conference, 15-th Edition - The EU's future: Cohesion in an age of inequalities

Presented the research paper **“Entrepreneur's Perceptions of Microenterprise Financing Programs”** at the **EURINT 2026 International Conference** (2026).

30/01/2026 – 30/01/2027 IAȘI, ROMÂNIA

Methodological Seminar: From Idea to Report – The Beginning of the Doctoral Journey

Delivered a presentation entitled **“Entrepreneurial Resilience During Times of Crisis.”**

17/10/2025 – 17/10/2025 IAȘI, ROMÂNIA

Resilience and Flow State as Coping Mechanisms in Times of Crisis

Resilience and Flow State as Coping Mechanisms in Times of Crisis (co-presenter), presented at the **Globalization and Higher Education in Economics and Business Administration 2025**, Faculty of Economics and Business Administration, Alexandru Ioan Cuza University of Iași, October 2025.

25/06/2025 IAȘI, ROMÂNIA

Scientific Seminar: Unity in Diversity – Doctoral Explorations in AI, Management, Neuromarketing and Communication

Delivered a lecture entitled **“Expectations vs. Reality in the Adoption of Entrepreneurial Resilience”** at the scientific seminar *Unity in Diversity: Doctoral Explorations in AI, Management, Neuromarketing and Communication*, organized and presented by first-year doctoral students of the Doctoral School of Economics and Business Administration.

19/06/2025 – 20/06/2025 IAȘI, ROMÂNIA

Challenges and Dynamics of European Administrative Area

Business Resilience in the Digital Age: Strategic Responses in Times of Crisis, presented at the Challenges and Dynamics of the European Administrative Area, held within the Jean Monnet Chair project *EU Public Administration. Integration and Resilience Studies* (ERASMUS-JMO-2021-HEI-TCH-RSCH-101047526).

15/05/2025 – 18/05/2025 IAȘI, ROMÂNIA

EURINT INTERNATIONAL CONFERENCE

Session Chair and Moderator of the special session *“Business Resilience in the AI Era: Strategies for Communication, Engagement, and Decision-Making in Times of Crisis”* at the EURINT 2025 International Conference.

Presented the paper *“Smart Resilience: Digitalization, Networks and Leadership in Support of SMEs”* at the EURINT 2025 International Conference.

Participated in the Strategic Foresight Workshop organized within the framework of the EURINT 2025 International Conference.

20/06/2024 – 21/06/2024 IAȘI, ROMÂNIA

Challenges and Dynamics of European Administrative Area

Resilience, Business Plans and Networking, presented at the Challenges and Dynamics of the European Administrative Area, organized within the Jean Monnet Chair project *EU Public Administration. Integration and Resilience Studies* (ERASMUS-JMO-2021-HEI-TCH-RSCH-101047526).

09/05/2024 IAȘI, ROMÂNIA

Resilience and Networking

Resilience, Funding and Networking – presentation delivered at the *Resilience and Networking* conference, organized by Atragem Finanțare.

● MANAGERIAL AND ORGANISATIONAL SKILLS

Managerial and Organisational Skills

Leadership and Team Management – developed through managerial roles at Kenvelo Romania, Easy Credit 4 All IFN S.A., and further strengthened as Founder and Managing Director of Creative MIBS SRL and MINI MIBS SRL.

Negotiation and Sales Skills – acquired in the retail sector and continuously enhanced through business development, consultancy, and entrepreneurial activities.

Communication and Interpersonal Skills – excellent relationship-building, stakeholder engagement, and networking abilities.

Administrative and Organisational Skills – extensive experience in coordinating operations, projects, teams, and business activities.

Multitasking and Decision-Making – ability to manage multiple responsibilities simultaneously in dynamic and fast-paced environments.

Adaptive Leadership – completed the training *Adaptive Leadership in Entrepreneurship: Applying the Situational Leadership Model in Practice* (Visionprenor, 2025).

Creativity and Innovation in Entrepreneurship – completed the training *Innovation in Entrepreneurship: Think Creatively. Act Differently* (Visionprenor, 2025).

Emotional Intelligence in Business – completed the training *Emotional Intelligence in Business: Better Decision-Making with EQ-i 2.0®* (Visionprenor, 2025).

Teamwork and Team Dynamics – completed the training *Successful Entrepreneurial Teams: Discover Your Role with Belbin* (Visionprenor, 2025).

Financial Management – completed the training *Entrepreneurial Finance* (Visionprenor, 2025).

Change Management – completed the training *Change Management with CSI™ 2* (Visionprenor, 2025).