

Mihaela Plugarasu, M.S. - Visiting Professor
Florida International University
College of Communication, Architecture + The Arts
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Professional Experience

Instructor (Full-Time)

Florida International University

College of Communication, Architecture + The Arts , August 2017- Present

- Teach/ taught undergraduate and graduate courses in *Global Strategic Communication Management (co-instructor) ; Theories of Mass Communication (co-instructor, fully online) ; Professional Project (capstone course, in-class and fully online) ; Nonverbal Communication; Public Speaking; Intercultural Communication (hybrid).*
- Engage students in personal and professional development exercises with the goals of 4- year graduation and high earning employment 1- year after graduation.
- Received high accolades from students for the level of engagement in class and my focus on **self-awareness** , as a vital component of an authentic leader, in each course.

Director, Strategic Initiatives & Communications

Florida International University

Chaplin School of Hospitality & Tourism Management, January 2015- Present

- Served as a member of the Dean's senior leadership team; oversaw all communications efforts, Dean's Office Operations, Protocol and Special Events for the Chaplin School. Supervises the Associate Director for Marketing, Marketing Assistant and Senior Executive Assistant to the Dean.
- Provided direct support to the Dean and Associate Dean of Academics by ensuring efficient and quality daily operations along with the implementation and management of key initiatives across the Chaplin School related to the Dean's mission, vision and goals for 2020.

- Communicated with administrators, faculty and professional staff in coordinating the Dean's relationships with the global community of business/civic leaders, donors, governmental officials, academic partners and key organizations and individuals.
- Communicated with cross- functional teams across the unit and university to analyze, implement and present strategic issues to the Dean.
- Wrote and/or edited press releases, media alerts, talking points for Dean, internal communication to students, faculty and staff on behalf of Dean and Associate Deans.
- Wrote and/ or edited talking points for President Rosenberg in collaboration with External Relations.

Accomplishments:

1. Developed and implemented strategic communication plan for internal and external audiences to communicate new strategic direction of the School reflected in *Beyond Possible 2020 Strategic Plan*.
2. Initiated and ensured execution of Chaplin School's Action Plan for academic year 2015/ 2016/2017 to reflect and improve School's performance towards *Beyond Possible 2020* key performance indicators.
3. Played a critical role in strategizing approach and drafting the concept paper for a BIG IDEAS fundraising proposal presented to Carnival Corporation.
4. Represented the Chaplin School on the Advancement of Student Success Working Group – under the leadership of Dr. Elizabeth Bejar.
5. Managed Chaplin School faculty's integration and media interviews on highly publicized *Zika Panel: What South Florida Needs to Know*.
6. Assisted the Dean and executive team in executing major advancement initiatives, such as South Beach Wine & Food Festival, Rocco Angelo Legacy in Leadership Campaign, Carnival Gold Scholars.
7. Managed integration of the Chaplin School brand and faculty on the *Tourism in Cuba Panel*- which recently aired on C-Span (<https://www.c-span.org/video/?421731-1/tourism-cuba>)
8. Manage integration of the Dean and Chaplin School brand on highly visible public events, such as World Strategic Forum (<http://forum-americas.org/miami/2017/speakers>) and Shared Ownership Investment Conference (<http://hospitality.fiu.edu/news/students-faculty-get-access-to-trends-in-shared-ownership-investments/>)

Adjunct Professor

Florida International University

School of Journalism and Mass Communication, January-May, 2017

- Taught the Graduate Professional Project (capstone) Course. Each student created and will present an integrated communications campaign or a research paper as a requirement to attain a Master's Degree in Global Strategic Communication.
- Coached students 1:1 to provide personalized guidance to improve students' writing and public speaking skills.
- Applied a highly engaging approach to teaching through group sharing, group support and ideas brainstorming, skill-based student matching for mutual support, and personalized feedback.

"The best teachers and professors I have had over the course of my academic career have had a combination of knowledge and passion for the subject they teach as well as a genuine concern to help students understand the subject and grow as individuals. Mihaela Plugarasu fits this description perfectly. Mihaela was one of the most helpful professors I have ever encountered, always willing to make time to help me both in and out of classroom with any feedback, concerns or questions I may have had. She was always able to provide constructive criticism of my work that helped me create better content for my class and encouraged me to go one step further in order to help me succeed. Mihaela would structure her class time in a way that would help meet the need of her students where they were at, helping them truly grasp the concepts she was teaching before moving on to a new one. She made it clear from the very first day of class that she genuinely cared for her students and would put us in the best possible position to learn and succeed. Not only did she want us to become more knowledgeable communicators and students, but to leave as better individuals as well.

I can definitely say that I am leaving this semester having learned more about the craft of putting together a communications campaign and the elements that go into it, including communications strategies, tactics, goals and objectives, and much more. Having Mihaela as a professor truly helped me become a better communicator, a better learner and a better person."

(Joel Delgado, Graduate Student, MMC 6950, Spring 2017)

"From the first day to the last day of the semester, Professor Plugarasu was attentive, organized and prepared. She adapted well to our personal needs and gave personal time in the evenings to accommodate our schedules and work with us on our projects. In addition to a welcoming atmosphere each night, she recapped previous learnings and touched on topics that helped us academically and professionally. I look forward to keeping in touch with Professor Plugarasu in the future, as I know she will continue to inspire current students and alumni of FIU."

(Ashley Ruchty, Graduate Student, MMC 6950, Spring 2017)

Associate Director, Strategy & Communications

Florida International University

Chaplin School of Hospitality & Tourism Management, 2013-2015

- Oversaw overall communications, marketing and branding on behalf of the Chaplin School and Institute of Hospitality and Tourism Education and Research (IHTEER) to ensure alignment with the School's strategic goals and plan.
- Managed the marketing communications team (marketing assistant director, web content manager).
- Worked in collaboration with the Division of External Relations on development of collateral, news stories, advertising and promotions.

Accomplishments:

1. Represented the Chaplin School on the i-REAL Commission as one of only ten commissioners appointed by President Rosenberg; also served on the Financial Base/ Efficiency committee.
2. Managed the contract with retained PR agency with the outcome of total media impressions of 9,460,372 and total editorial value of \$85,000.
3. Launched the Chaplin School new website.
4. Launched the Chaplin School bi-weekly digital newsletter.
5. Yielded 30+ stories in FIU News, either headline or mention.
6. Streamlined internal communications to meet marketing needs on deadline.
7. Managed the representation of the Chaplin School brand at the Emerge Tech Conference at the Miami Beach Conventional Center.

Assistant Director (Strategic Alignment Administrator)

Florida International University

Chaplin School of Hospitality & Tourism Management, 2011- 2013

- Provided strategic assistance to the Dean, Executive Team Members and administrative operations.
- Conducted academic and field research and prepare reports for the Dean's use.
- Managed communications with the Dean's advisory board and coordinated the meetings of the Board as necessary.
- Reviewed and prepared written communications on behalf of the Dean. Proof read and edited communications prepared by others for the Dean.

- Worked with administrators, faculty and staff in coordinating the Dean's contact with community business/civic leaders and donors.
- Served as community relations liaison in order to build and maintain partnerships with various associations and organizations on behalf of the School and its affiliated programs.
- Represented the Dean on committees as needed.
- Tracked the School's progress towards meeting designated/assigned goals using Sharepoint technology

Accomplishments:

1. Acted as a representative of Dean Hampton and a liaison with Hotel Schools of Distinction (a global alliance). Chaplin School became a founding member in January 2014.
2. Initiated, implemented, launched and actively managed TeamworkPM as a platform for project management for all faculty and staff at the Chaplin School, IHTER and Kovens Conference Center. Trained a group of 13 executive staff members, deans included, on usability and benefits.
3. Initiated, implemented, launched and actively managed HMevents@fiu.edu a master calendar tool to capture guest speakers, events on and off campus, to ensure brand alignment and brand consistency among all internal and external constituents. Trained faculty and staff on usability and benefits; worked in tandem with IT department to ensure back-end functionality.
4. Served as the liaison for the Industry Advisory Board- Dean's Council- helped formalize the admitting process of new members by creating a full welcome package, including a confidentiality agreement.
5. Managed 10+ Industry Round Table Series.
6. Managed academic lecture series and corporate visits.
7. Miami-Dade Heart Walk- coordinated student participation.

Online, Electronic and Social Media Communications Manager

Florida International University

Chaplin School of Hospitality & Tourism Management, 2011

- Engaged internal and external stakeholders in meaningful online conversations related to the School's brand, activities, accomplishments, plans and strategic development.
- Monitored the School's brand in the online space utilizing social listening and related mechanisms.

- Managed the School's presence in online marketing channels and social media, and serve as the voice of the organization the in the online, electronic channels and social media space.
- Established effective benchmarks for measuring the impact of online marketing, electronic channeling and social media programs, conducting assessments to determine effectiveness and impact, and reporting performance analytic data.
- Served as the liaison within the School in partnering with other internal and/or external groups to leverage social and other online marketing, as well as electronic channeling opportunities.
- Monitored trends in online, electronic channel and social media tools, and appropriately applies that knowledge to increasing the quality and quantity of media exposures to targeted audiences.

Public Relations Liaison

Florida International University

Chaplin School of Hospitality & Tourism Management, 2009-2010

- Facilitated communication between School, retained PR agency and media outlets.
- Reviewed media alerts, press releases and post-event stories.
- Monitored and engaged daily in social media conversations on Facebook, YouTube, Twitter and website.
- **Social Media Task Force Leader:** strategize and advise administration on social media best practices for higher education.

Job Readiness & English Language Skills Trainer

Refugee Services Broward County, 2004-2008

- Published articles in each monthly issue of Transition Points Newsletter.
- Created Career Ladder marketing program implemented throughout Broward County.
- Mediated business networking meetings between immigrant professionals and local business managers, university professors, educational programs developers, other foreigners.
- Developed multiple marketing materials widely distributed in Broward County.
- Increased clients' participation at trainings with 100% in less than 6 months after hiring date.
- Assisted in web content development and press releases.
- Taught Citizenship exam preparation courses.

Adjunct Faculty, English as a Second Language

Broward College, 2005-2008

- Taught Business English and employment skills to immigrant professionals.

Professional Memberships & Development

- Leaders of Learning, HarvardX(edx.com).
- The Science of Happiness, BerkeleyX (edx.com)
- Stanford Innovation and Entrepreneurship Certificate (*in progress*).
- President's Leadership Program (2016/2017) - FIU's 1st cohort sponsored by Dr. Mark B. Rosenberg
- Educational Leadership Enhancement Program (ELEP), FIU, 2014/2015- under the leadership of Ms. Barbara Bader, currently lead by Dr. Elizabeth Bejar
- Leadership Education Advancement Institute, FIU, 2012
- Public Relations Society of America (PRSA), former member and Co-chair of PRSA Miami Public Service Committee, 2009-2011

Personal Development

- Progressive Workshop, *Breaking the Habit of Being Yourself* – with author and neuroscientist, Dr. Joe Dispenza, Tampa, FL, January 2017
- Keynote Speaker Event, *Technology & Spirituality*- with author and scientist, Deepak Chopra, M.D., April 2015, Miami, FL (<https://oceandrive.com/deepak-chopra-talks-technology-and-spirituality>)
- *Managing Self & Others*, Graduate Coursework - with professor and international speaker, Sandro Formica, Ph.D., Florida International University, 2013

Education

- *Master of Science in Global Strategic Communications* (2011), GPA 3.92
Florida International University, School of Journalism and Mass Communication
- *Bachelor of Arts in Teaching*, English as a Second Language, "Al.I.Cuza" State University, Iasi, Romania, 2001

Speaking Engagements: Personal Branding & The Power of Social Media:

- Big Brothers Big Sisters Mentorship Academy, April 2017
- University of Palermo, Italy (130 students), March 2017
- Miami HEAT School-to-Work Academy, February 2017
- Undergraduate Marketing Courses, Hospitality Management, Fall 2016

Areas of Personal and Teaching Interest

1. **Strategic Communications**
2. **Personal Empowerment/ Personal Development**
3. **Leadership Development**
4. **Personal Branding & Marketing**
5. **Social Media**
6. **Content Strategy**
7. **Writing & Editing**
8. **Public Speaking**
9. **Business Communications**
10. **Communication Arts**
11. **Media and Public Relations**