

Roxana Elena PETRESCU

**Application for Candidacy for the UWE Secretary General Position**

*Dear Board,*

*To be part of **The Association of University Women Romania** and **UWE's** family means to me the perfect combination between volunteer work and my actual profession as Public Relations and advertising specialist.*

*After more than 10 years experience in advertising agencies and in marketing departments, with a master degree at the Faculty of Journalism and Communication Sciences (University of Bucharest, 2010) and a bachelor's degree in Commerce and Marketing at The Academy of Economic Studies (2000), I started my own business as self employed consultant in 2011 when I discovered being a mother is a real important job and decided to dedicate some more time to my child education, too. I have established a long term partnership with an advertising agency as PR and Event Manager, we develop advertising campaigns and organize together national business events.*

*As part of the organising team at UWE Conference in Bucharest, last year, I'm getting familiar with UWE standards, applying more of my communication and event organising skills.*

*Last year, at the proposal of UWE President Edith Lommerse, I gladly accepted to become involved in UWE's communication and public relations activities, trying to assist the Board as part of Secretary General missing. I've started with updating the members and CER's contact list, designing free mail newsletters promoting UWE events: London Meet and Greet and Utrecht Conference. From time to time, I post new articles on website and Facebook, being in touch with everything is new regarding UWE topic.*

*Relying on my professional background experience I would step forward and take this opportunity to continue the work I started, improving website, online-offline communication, designing new professional templates for flyers, newsletters, brochures, presentations, evaluation questionnaires and other conference materials needed.*

*I have a passion for travel, languages and culture and strongly believe in education without borders and equality of chances, we educate people through people and communication should be the key to success both in our professional and personal life.*

*Being more specialized in online communication, according to our President Alexandrina Niculescu's proposal, I'm convinced together with Elena Dingu Kyrklund, we can accomplish all the tasks, we both know we can complete each other very well since we're currently working together during the European Project Violence Domestic against Educated Women.*

*Yours sincerely,*

*Roxana*