

CURRICULUM VITAE

Personal information



Barbu Florentina Simona

Arad,

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Sex : female

Date of birth: 31/01/1976

Nationality: Romanian

Work experience

Period	October 2008 - present
Position held	University Lecturer
Main activities and responsibilities	Teaching and research
Name and address of employer	“Aurel Vlaicu” University of Arad, headquartered in Arad, 77 Revoluției Blvd., 310130, Faculty of Economic Sciences, located in Arad, 10 Paul Chinezul St., 310100, Romania
Type of business or sector	education
Period	October 2007 - September 2008
Position held	University Assistant
Main activities and responsibilities	Teaching and research
Name and address of employer	“Aurel Vlaicu” University of Arad, Faculty of Economic Sciences, located in Arad, 77 Revoluției Blvd., 310130 Arad, Romania
Type of business or sector	education
Period	November 1998 - December 2006
Position held	Inspector
Main activities and responsibilities	Customs fraud investigations
Name and address of employer	Arad Regional Customs Directorate, <i>Arad</i> , Frații Neumann St., 310399, Arad County, <i>Arad</i>
Type of business or sector	Customs Supervision and Control Brigade - Anti-Fraud Department

Education and training

Period	September 2026
Qualification / diploma obtained	Google AI Professional Certificate: https://www.coursera.org/verify/professional-cert/BSV3VFMFQWRN Course Completion Certificate: 1. https://coursera.org/verify/AE7RX806VJ7U 2. https://coursera.org/verify/47VHYFNVFF99 3. https://coursera.org/verify/5MFJF42AWS65 4. https://coursera.org/verify/A0ZFOBGDGRMX 5. https://coursera.org/verify/VIE71OO5NPFQ 6. https://coursera.org/verify/BUHJ5WF3VFUY 7. https://coursera.org/verify/J6R5G62NN3I4 8. https://coursera.org/verify/65T4HRYVQVAR

Main subjects studied / professional skills acquired	1. AI Fundamentals // Skills: Model evaluation, Prompting patterns, Google Workspace, Generative AI, AI-driven creativity, AI literacy, AI personalization, Artificial intelligence. 2. Artificial Intelligence for Brainstorming and Planning / Skills: AI personalization, Product planning, Artificial intelligence, Generative AI, Google Workspace, AI literacy. 3. AI for Research and Insights / Skills: Google Workspace, Prompting patterns, Artificial intelligence, Generative AI, AI personalization. 4. Artificial Intelligence for Writing and Communication / Skills: Generative AI, AI literacy, Artificial intelligence, Management reporting, Stakeholder engagement, Public speaking, Report writing, AI personalization, Personal development, Stakeholder analysis, Communication planning, Google Workspace. 5. Artificial Intelligence for Content Creation / Skills: AI literacy, AI-driven creativity, Creative AI design, Ideation, AI personalization, Multimodal prompts, Visual storytelling. 6. AI for data analysis /Skills: Analysis, Model evaluation, Business analysis, AI literacy, Interactive data visualization, Data management, Artificial intelligence, Performance analysis, Data presentation, Simulation and simulation software, AI-driven personalization. / Tools: Productivity software, Generative AI, Google Workspace. 7. Artificial intelligence for application building / Skills: AI-driven personalization, Artificial intelligence. / Tools: Google Workspace, Google Gemini, Generative AI 8. Artificial intelligence for application deployment / Skills: Debugging, Artificial intelligence, Application development.
Name and type of education / training provider	Google.org AI Opportunity Fund 2.0. through /Coursera
Level in international classification	Google Certification - AI Professional
Period	07.04.2025-16.05.2025
Qualification / diploma obtained	Digital skills in using information technology as a learning and knowledge tool / completion certificate
Main subjects studied / professional skills acquired	Application of occupational health and safety rules Understanding the basic concepts of information technology Use of the Microsoft Windows operating system Use of the Microsoft Word word processor Use of Microsoft Excel spreadsheet software Use of Microsoft PowerPoint Use of Internet services (information and communication)
Name and type of education / training provider	SC UNIC SPORTS SRL, registered office in Craiova, 12 Iancu Jianu St., Building 12, Entrance 1, Apt. 11, Dolj County.
Level in national or international classification	-
Period	March 2016 - May 2016
Qualification / diploma obtained	Trainer / completion certificate
Main subjects studied / professional skills acquired	Learning styles; Communication; communication styles and techniques; Learning and training methods and techniques; Preparing the training program plan; Organizing and evaluating the training session; /according to the Occupational Standard

Name and type of education / training provider	Adult Vocational Training and Employment Mediation Center Arad, 6 Decebal Blvd.
Level in national or international classification	Trainer (COR 242401)
Period	May 2015 - November 2015
Qualification / diploma obtained	Certification of competencies for the teaching profession / graduation diploma
Main subjects studied / professional skills acquired	Module 1 - University teaching and psychopedagogy module - Curriculum design process in higher education - Development of teaching materials specific to higher education - Modern teaching methods for lectures and seminars - Student group management Module 2 Advanced scientific research module - International visibility of research outputs - Management of research projects and grants - Research ethics and the logic of scientific discourse - Research methods and statistical interpretation of data
Name and type of education / training provider	West University of Timișoara, Department for Teacher Training
Level in national or international classification	-
Period	16-25.05.2013
Qualification / diploma obtained	Technology Broker / Completion certificate
Main subjects studied / professional skills acquired	Development of the client portfolio and collaboration networks; Providing technical assistance in selecting the optimal offer; Consulting for technology transfer;
Name and type of education / training provider	Romanian Association for Technology Transfer and Innovation - AROTT
Level in national or international classification	Technology Broker / COR 241265
Period	05-27.04.2013
Qualification / diploma obtained	Innovation Manager / Completion certificate
Main subjects studied / professional skills acquired	Management/ Development of the client portfolio; Promotion of products, knowledge and technologies; Technology transfer consulting
Name and type of education / training provider	IRECSON Institute, Bucharest
Level in national or international classification	Innovation Manager, COR 242106
Period	06-15.09.2012
Qualification / diploma obtained	Marketing Manager / Completion certificate
Main subjects studied / professional skills acquired	Marketing/ Communication and promotion of the organization's image, products and services Fostering effective relations with the target audience Optimizing the company-client relationship Development of marketing policies and strategies
Name and type of education / training provider	IRECSON Institute, Bucharest

Level in national or international classification	Marketing Manager, COR 122107
Period	2008 - 2015
Qualification / diploma obtained	PhD in Marketing
Main subjects studied / professional skills acquired	Marketing - "Study on the ecological behavior of consumers of agri-food products" - thesis publicly defended on 16 Jan. 2015
Name and type of education / training provider	Babeş-Bolyai University, Cluj-Napoca, Institute for Doctoral Studies Field: Marketing
Level in national or international classification	doctorate
Period	2003-2005
Qualification / diploma obtained	Postgraduate specialization / Master's Degree
Main subjects studied / professional skills acquired	Accounting and Business Management
Name and type of education / training provider	"Aurel Vlaicu" University of Arad, Master's: Accounting and Business Management
Level in national or international classification	master's degree
Period	Oct. 1994 - July 1998
Qualification / diploma obtained	Economist / Bachelor's Degree
Main subjects studied / professional skills acquired	Marketing, Management, Agricultural Economics
Name and type of education / training provider	West University of Timișoara, Faculty of Economic Sciences
Level in national or international classification	bachelor's degree
Period	Sept. 1989 - June 1994
Qualification / diploma obtained	Medical Assistant / Baccalaureate Diploma
Main subjects studied / professional skills acquired	Chemistry, Biology, Physics
Name and type of education / training provider	Health High School of Arad
Level in national or international classification	secondary education
Personal skills and competences	

Scientific and research activity	https://orcid.org/0000-0001-7690-9008 https://www.brainmap.ro/florentina-simona-barbu https://www.researchgate.net/profile/Florentina-Barbu									
Native language	Romanian									
Foreign language	English									
SELF	Understanding				Speaking				Writing	
European level (*)	Obedience		Reading		Participating in the conversation		Oral speech		Written expression	
	C		B		B		B		B	
	1	Basic user	2	Basic user	1	Basic user	2	Basic user	1	Basic user
	(*) Common European Framework of Reference for Languages level									
Social skills and competences	Team spirit Communication and rhetorical skills Flexibility in approaching problems Ambition and perseverance in achieving established objectives									
Organizational skills and competences	Coordinating students in various activities. Coordinating own teaching activity.									
Technical skills and competences	Use of computer-specific peripherals									
Computer skills and competences	Good command of programming languages: Word, Excel, PowerPoint, acquired throughout professional activity.									
Other skills and competences	-									
Driving licence(s)	Category B									

Date completed:
25.09.2026

Signature

