

## Alexandru Leonties

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Birth date: 03.10.1970

Nationality: Romanian

### CAREER TO DATE:

#### CURRENT POSTS:

2005-Present **Webmaster**

**Dartford Borough Council**

**Duties:** Website design and development for <http://www.dartford.gov.uk>, (web standards XHTML/CSS, AA accessibility level), implementation of e-government priorities and guidelines, intranet development, training of web site editors and local government officers, developing guidelines for website management

2006-Present

**Founder/Managing Director**

**Alf Design Studio, Kent, UK**

**Duties:** Website development, project coordination

#### PREVIOUS POSTS:

2002 – 2005

**Content Coordinator, Romania Development Gateway  
eRomania Gateway Association, Bucharest Romania**

**Duties:** Editorial coordination of the Association's web presence (eRomania Gateway website: <http://www.ro-gateway.org>, Romania Development Gateway portal <http://www.ro-gateway.ro>), Information architecture, design and front end development, content editing and gathering from primary and secondary sources, news management, designer/editor for other Romania Gateway Projects including LPD (<http://lpd.ro-gateway.ro>) and Being a Journalist in the EU (<http://www.europeanjournalist.ro>), Project Manager and web designer and developer for [www.redbookonline.net](http://www.redbookonline.net) .

2002 – 2005

**CEO/General Manager, Alf Design  
Alf Design SRL, Iasi, Romania**

**Duties:** Coordination of Alf Design web projects, web development, website management **Portfolio:** <http://www.crayfordcameraclub.co.uk>, <http://www.free.org.ro> (old version), <http://www.laparosurg.ro>, <http://www.jurnaluldechirurgie.ro>, [www.petra-toroid.ro](http://www.petra-toroid.ro), [www.casageorgiana.ro](http://www.casageorgiana.ro), <http://jurnalistica.lit.uaic.ro> (now offline), <http://www.ro-gateway.ro>, <http://www.ro-gateway.org>, <http://www.mallmania.ro> (now offline), <http://www.lunacleaner.ro>, [www.sanro.ro](http://www.sanro.ro), <http://www.harmony.ro>, <http://www.strajerul.org>, other offline projects.

2004 - 2005

**Lecturer**

2000 -2004

**Assistant Lecturer**

**Faculty of Letters, Journalism and Communication Studies Department, A.I.Cuza University, Iasi, Romania**

**Taught courses and seminars in:** Online Journalism and Internet Culture, Communications Channels – Internet, Radio Journalism and Programming, Seminars in Communications Channels - Radio, Media Techniques, and American Media System (in english); Design and development of Journalism Department web site

2001 – 2005

**Editorial Director (volunteer)**

1994 – 2001

**Head of Music/Head of Licensing and Copyright Bureau  
Nord Est Radio, Nord Est Media Group, Iasi, Romania**

**Duties:** Editorial management of a commercial station programming in a competitive market, supervision and training the radio producers/presenters team, production and presentation of talk-shows and musical programs, promotion and marketing relations with major music companies, working with digital production equipment.

- 2002-2004 **Associate Lecturer,**  
**Faculty of Letters, University of Bacau, Bacau, Romania**  
Taught “Computer-mediated Communication” in the “Communication Science” Master Program
- 1999 – 2001 **Head of Web Editorial Department/Project Manager**  
**Nord Est Communications – NECOMM, Iasi, Romania**  
**Duties:** editorial management and quality control and coordination of company’s web projects, in-house training, web marketing and promotion, preparing presentations for IT fairs and exhibitions, supervising news content on all NECOMM web sites
- 2000 – 2001 **Independent Consultant (Web Content Editor)**  
**Romanian Government, Romania Gateway Project, Bucharest, Romania**  
**Duties:** information architecture, design and development, basic web design, content editing and gathering from primary and secondary sources, news management on [www.romania-gateway.ro](http://www.romania-gateway.ro)
- 1999 **Production/Development Intern (3 months)**  
**MetroArts/Thirteen, WNET-PBS, New York, NY**  
**Duties:** collection, compilation and distribution of television programming information; preparing press kits; producing monthly program listings; maintaining up-to-date information on station’s website; participating as production assistant on shoots; screening program submissions.

#### EDUCATION:

- 1998-1999 **Master of Arts in Public Communications**  
**Fordham University, GSAS, New York, NY (Fulbright Scholarship)**  
Emphasis on Media Analysis, Interactive Media and Broadcasting, Average GPA: 3.81
- 1996-1998 **Postgraduate diploma in Journalism**  
**A.I.Cuza University, Graduate School in Journalism, Iasi, Romania**  
Mean of the study years: 9.91 (out of 10); Thesis: “Digital Media: Technology pushed or market pulled?”; Thesis mark: 10
- 1990-1995 **Bachelor of Science in Physics;**  
**A.I. Cuza University, Faculty of Physics, Iasi, Romania**  
Electronics emphasis; the mean of the study years: 8.98 (out of 10); Thesis: “Introduction to RDS: Radio Data System”; Thesis mark: 10

#### WEBSITE PORTFOLIO:

<http://www.dartford.gov.uk> (design, development, maintenance, XHTML/CSS/JavaScript, AA accessible)  
<http://www.ro-gateway.ro> (design, development, maintenance, HTML/CSS, ArsDigita Platform)  
<http://www.redbookonline.net> (design, front-end development, HTML/CSS/JSP/Apache Struts Tiles)  
**With ALF DESIGN (development, administration):** [www.myfarmersmarket.co.uk](http://www.myfarmersmarket.co.uk), [www.crayfordcameraclub.co.uk](http://www.crayfordcameraclub.co.uk),  
<http://www.free.org.ro> (old version), <http://www.laparosurg.ro>, <http://www.jurnaluldechirurgie.ro>, [www.petra-toroid.ro](http://www.petra-toroid.ro),  
[www.casageorgiana.ro](http://www.casageorgiana.ro), <http://jurnalistica.lit.uaic.ro> (old version), <http://www.ro-gateway.ro>, <http://www.ro-gateway.org>,  
<http://www.mallmania.ro> (old version), <http://www.lunacleaner.ro>, [www.sanro.ro](http://www.sanro.ro)

#### SKILLS:

- **Media:** good overall media knowledge, excellent radio skills, online journalism, tv production
- **Internet:** information architecture, user interface design, internet concepts and cyberculture, accessibility (WCAG1.0), e-gov standards, various Content Management Systems, good experience on web development, project management, e-learning systems, multimedia production
- **Computers:** Windows, MS Office, Macromedia Dreamweaver, Contribute, Microsoft SharePoint, Adobe Photoshop, Macromedia Flash, Adobe Illustrator, ftp/ssh and CVS software, JIRA and other project management and bug-tracking applications, multimedia applications, radio/sound editing software.
- **Programming:** HTML/XHTML (expert), CSS (very good), XML, JavaScript/DOM, Apache Struts Tiles, basic JSP, basic PERL, basic PHP, basic TCL
- **Very good teaching skills (teaching experience in English)**
- **Languages:** Romanian - native language, fluent in English, knowledgeable in French

- Good writing skills in Romanian and English

## OTHER ACTIVITIES AND ACHIEVEMENTS:

- July 2006** Participant at @Media 2006 Conference in London
- Nov 2004** Guest lecturer in Online Journalism at **Erasmus Hogeschool Brussels, Communication Department (Erasmus Mobility)**
- Oct 2004** Trainer/Expert at **Radio and TV Management in Election Campaign training seminar , Media Impact Agency, Chisinau, Republic of Moldova.**
- June 2004** Host and trainer of the Online Journalism Seminars for local journalists, organized by **British Council Iasi Branch and Journalism and Communication Sciences Department from A.I.Cuza University**
- April 2004** Hosted and presented **Cyberculture Seminars at British Council Iasi Branch** („Intre-vederi” series).  
**Themes:** Digital Copyright, Communication in Cyberspace, Virtual Communities
- July 2003** **Member of the Jury Panel of Digit World Contest for Artistic and Cultural Heritage**  
(<http://www.tutytam.org/contest/en/presentacion.php>)
- July 2002** **Participant in Young Faculty in Journalism Summer School for Central and Eastern Europe – Center for Independent Journalism, Bucharest**
- 2003, 2002** Member of the Jury Panel of European Online Journalism Awards 2002 , 2003 (<http://www.net-media.co.uk/awards/>)
- Nov 2000** Editorial Management Training Program **Reuters Foundation, London, UK**
- 1999** Summer Presidential Scholar **Fordham University, New York, NY**
- 1998-1999** Fulbright Scholarship for exchange students
- Fall 1998** Independent study at WFUV Public Radio Station **New York, NY**
- 1994-1998** **Over 50 articles published in “Monitorul” newspaper, Iasi, Romania; music and media related**
- 1997** Diploma for Excellence in Broadcasting, **Nord Est Media Group, Iasi, Romania**
- Nov 1997** GRE General Test; **Scores: Analytical: 740, Quantitative: 710, Verbal: 430 (max. 800)**
- Oct 1997** TOEFL English Test; **total score: 610 (max. 660)**
- 1996** **Training Course “The Techniques and Art of Public Speaking”, Center for Theatrical Production and Research, Iasi, Romania**
- 1988-1989** Radio Presenter **“Radio Vacanta” cable station, BTT Center, Cimpulung Moldovenesc, jud. Suceava, Romania**
- 1980-1987** Amateur film production: **short features, documentaries, and cartoons, Cimpulung Moldovenesc, Romania; several 1<sup>st</sup> prizes at children and amateur film festivals in Romania**

## SCIENTIFIC ACTIVITY

- 2005** **“Semiotica interfetei in interactiunea om-calculator” (“Interface Semiotics in Human –computer Interaction”)**– accepted for publication in “Interactiune sociala” (“Social Interaction”), book edited by prof. dr. Maria Carpov (on publication)
- Sept 2004** **“Coduri verbale in comunicarea sincrona de grup in ciberspatiu” (“Verbal Codes in Synchronous Communication in Cyberspace”)** – Analele Stiintifice ale Universitatii “Alexandru Ioan Cuza”, section Linguistics, no: XLIX, 2004
- Nov 2003** **Book review: “Brenda Danet. Cyberpl@y - communicating online”-** Analele Stiintifice ale Universitatii “Alexandru Ioan Cuza”, section Limbi si literature straine, tom V/2002
- Feb. 2002** Presentation on **“eReadiness in Romania”** at the **3<sup>rd</sup> Regional Information Society Forum, Sofia, Bulgaria**
- April. 2001** **Panel membership, presentation and Infotainment section moderator** for Journalism Ethics Seminar, Deutsche Kulturcenter, Iasi
- 1998-1999** Independent research study at WFUV Radio Station, NYC – **Fundraising for Public Radio**

## INTERESTS AND ACTIVITIES

I enjoy playing basketball, taking photos, animated films, hiking and listening to a variety of music. If possible, I enjoy presenting musical radio shows.

*References available upon request*