



# GHEORGHE CONSUELA-MADALINA

REFERENT I (S) - EDITURA UNIVERSITARA „CAROL DAVILA”,  
UNIVERSITATEA DE MEDICINA SI FARMACIE "CAROL DAVILA"

34 ani din bucuresti, necasatorit

## Date contact

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Adresa: Bld. Lacul Tei, nr. 123, Bucuresti, sector 2

## Experienta profesionala

### Experienta pe departamente

Educatie / Training / Arte: **4 luni**  
Medicina umana: **8 ani si 10 luni**  
Marketing: **7 ani si 9 luni**  
Jurnalism / Editorial: **4 ani si 6 luni**  
Grafica / Webdesign / DTP: **3 ani si 11 luni**  
Relatii publice: **3 ani si 5 luni**

**Iun 2013 - prezent**  
4 ani si 6 luni

### REFERENT I (S) - EDITURA UNIVERSITARA „CAROL DAVILA”, UNIVERSITATEA DE MEDICINA SI FARMACIE "CAROL DAVILA"

Bucuresti | Medicina umana | Medicina / Sanatate

1. CORECTURA ARTICOLE REVISTA "JOURNAL OF MEDICINE AND LIFE";
  2. CORECTURA ARTICOLE REVISTA „ROMANIAN JOURNAL OF OPHTHALMOLOGY"
  3. TEHNOREDACTARE CARTI EDITURA UNIVERSITARA "CAROL DAVILA"
  4. TRADUCERE ARTICOLE DOMENIUL MEDICAL (ENGLEZA-ROMANA SI ROMANA-ENGLEZA)
  4. TRADUCERE DIVERSE DOCUMENTE, DIFERITE DOMENII
  5. REDACTARE/ TEHNOREDACTARE CARTI
- ETC

**Feb 2010 - prezent**  
7 ani si 10 luni

### ASISTENT UNIVERSITAR - UNIVERSITATEA DE MEDICINA SI FARMACIE "CAROL DAVILA"

Bucuresti | Marketing | Educatie / Training

PREDARE CURS MARKETINGUL INGRIJIRILOR DE SANATATE - MODUL LIMBA ENGLEZA (STUDENTI ANUL I)

**Dec 2012 - Feb 2016**  
3 ani si 3 luni

### CONSILIER - PARLAMENTUL ROMANIEI - SENAT

Bucuresti | Medicina umana | Medicina / Sanatate

1. SORTARE CORESPONDENTA
  2. PROGRAMARE AUDIENTA
- ETC

**Dec 2008 - Iun 2013**  
4 ani si 7 luni

### REFERENT II (S) - UNIVERSITATEA DE MEDICINA SI FARMACIE "CAROL DAVILA"

Bucuresti | Jurnalism / Editorial | Medicina / Sanatate

1. CORECTURA REVISTA "JOURNAL OF MEDICINE AND LIFE";

2. TEHNOREDACTARE CARTI EDITURA UNIVERSITARA "CAROL DAVILA"  
ETC

**Ian 2009 - Dec 2012**

4 ani

**SEF DE CABINET - PARLAMENTUL ROMANIEI - CAMERA DEPUTATILOR**

Bucuresti | Medicina umana | Medicina / Sanatate

1. SORTARE CORESPONDENTA  
2. PROGRAMARE AUDIENTA  
ETC

**Iun 2008 - Dec 2008**

7 luni

**Coordonator Marketing & PR - Brand Development - Reteaua Info-Sanatate**

Bucuresti | Relatii publice | Medicina / Sanatate

1. realizare campanie advertiseri  
2. realizare plan marketing  
3. realizare portofoliu marketing & PR si contactare  
4. intrarea in mediul de business in domeniul indoor (asociatii, evenimente, prezenta in media de profil)  
5. campanie online (pentru [www.info-sanatate.ro](http://www.info-sanatate.ro))  
6. parteneriate pentru campaniile de informare nationala  
7. campanie de numar (se refera la revistele Retelei Info-Sanatate)  
8. Campanie edituri- parteneriate media  
9. Campanie membrii retelei  
10. Campanie Zilele Sanatatii  
11. Implicarea in proiecte de responsabilitate sociala  
12. Concursuri in reviste si online  
13. Campanie Events- Targuri si expozitii- parteneriate media  
-realizare parteneriate media pentru diferite campanii sociale ale unor asociatii precum: Romanian Angel Appeal, Salvati Copiii, etc.  
-realizare parteneriate media pentru diferite evenimente organizate de asociatiile medicale, etc.

**Feb 2007 - Iun 2008**

1 an si 5 luni

**PR ASSISTANT - ESTETIK MEDIA SRL-REDACTIA REVISTELOR LES NOUVELLES  
ESTHETIQUES ROMANIA SI FIT&FORM, BUCURESTI**

Bucuresti | Relatii publice | -

ORGANIZARE EVENIMENTE, EXPOZITII, SEMINARI, CURSURI, CONFERINTE (DOMENIUL ESTETICA SI COSMETICA), MENTINEREA RELATIEI CU PRESA, CREAREA COMUNICATELOR DE PRESA, ETC.  
Am realizat campanii de promovare pentru clienti din domeniul estetica/cosmetica:

- Natura Vision;  
- Environ;

M-am ocupat cu schimbul de bannere si link-uri intre site-ul nostru ([www.lne.ro](http://www.lne.ro)) si alte site-uri;  
-Coordonarea si implementarea strategiilor de PR si a activitatilor in departament:  
1. pentru clientii agentiei  
2. PR intern

**Feb 2004 - Dec 2007**

3 ani si 11 luni

**REDACTOR COLABORATOR - REVISTA PLANTA ROMANICA**

Bucuresti | Grafica / Webdesign / DTP | Media / Internet

REDACTARE SI CORECTURA DE ARTICOLE. Realizarea rubricii Horoscop a revistei "Planta Romanica", traducerea cuprinsului revistei in limba engleza, colectarea materialelor publicitare de la diferite firme pentru a fi publicate in revista, compunerea si redactarea articolelor in revista "Planta Romanica".

**Nov 2006 - Ian 2007**

3 luni

**Secretar de redactie-redactor - ZIARUL SAPTAMANA TURISTICA-S.C. TOTAL TURISM  
PRESS**

Bucuresti | Grafica / Webdesign / DTP | Media / Internet

Corectura de text, Redactare de text

**Mar 2005 - Oct 2006**

1 an si 8 luni

**Asistent PR - Planta Romanica**

Bucuresti | Relatii publice | Administratie / Sector Public

-redactare comunicate de presa, organizare seminarii, realizare parteneriate media.

Oct 2004 - Feb 2005

5 luni

**REFERENT - A.N.S.I.T. ROMANIA**

Bucuresti | Educatie / Training / Arte | Educatie / Training

## Educatie

2015 - prezent

**Doctorat - UNIVERSITATEA DE MEDICINA SI FARMACIE "CAROL DAVILA"**

MARKETING IN SISTEMUL SANITAR | BUCHAREST

SPECIALIZARE IN DOMENIUL MARKETING IN SISTEMUL SANITAR

2002 - 2009

**Facultate - UNIVERSITATEA DIN BUCURESTI (FACULTATEA DE LITERE)**

Comunicare Sociala si Relatii Publice | BUCHAREST

SPECIALIZARE IN DOMENIUL COMUNICARE SOCIALA SI RELATII PUBLICE, MARKETING, PUBLICITATE, MASS-MEDIA

2006 - 2007

**Masterat - UNIVERSITATEA DIN BUCURESTI (FACULTATEA DE LITERE)**

Consultanta si expertiza in publicitate | BUCHAREST

2002 - 2006

**Facultate - UNIVERSITATEA DIN BUCURESTI (FACULTATEA DE LIMBI SI LITERATURI STRAINE)**

Filologie - Engleza-Studii Americane | BUCHAREST

LICENTIAT IN FILOLOGIE (ENGLEZA-STUDII AMERICANE)

1998 - 2002

**Liceu - LICEUL TEORETIC "GEORGE CALINESCU"**

Filologie - Bilingva-Engleza | CONSTANTA

## Abilitati

### Abilitati generale

Microsoft Office, Adobe Photoshop - nivel incepator, HTML - nivel mediu, Microsoft Access - nivel mediu, Microsoft Excel - nivel avansat, Microsoft Outlook - nivel avansat, Microsoft PowerPoint - nivel mediu, QuarkXPress

## Limbi straine

Engleză - Avansat, Franceză - Incepator, Italiană - Incepator

## Alte informatii

### Certificari

CERTIFICAT DE TRADUCATOR

perioada Mar 2017 - Mar 2017

CERTIFICAT DE TRADUCATOR AUTORIZAT EMIS DE MINISTERUL CULTURII, SERIA E, NR. 1018, IN DOMENIILE MEDICINA-FARMACIE SI STIINTE JURIDICE.

CERTIFICAT DE COMPETENTE PROFESIONALE

perioada Iul 2013 - Iul 2013

CERTIFICAT DE COMPETENTE PROFESIONALE - PROGRAMUL DE STUDII POSTUNIVERSITARE DE FORMARE SI DEZVOLTARE PROFESIONALA CONTINUA „INFORMATIZAREA SERVICIILOR MEDICALE” IN DOMENIUL INGINERIA SISTEMELOR

DIPLOMA CAMBRIDGE ADVANCED ENGLISH

perioada Aug 2002 - Aug 2002

Descriere

## CERTIFICAT DE COMPETENTE PROFESIONALE LIMBA ENGLEZA

perioada Iul 2002 - Iul 2002

CERTIFICAT CARE CONFERA TITULARULUI POSIBILITATEA DE A PREGATI CURSURI IN LIMBA ENGLEZA LA NIVEL DE GRADINITA, SCOALA PRIMARA SI LICEU.

### Conferinte

Conference Proceedings of the 20th International Economic Conference. Post Crisis Economy: Challenges and opportunities, Sibiu

perioada Mai 2016 - Mai 2016

Purcărea VL, Gheorghe IR, **PETRESCU CM**- The assessment of perceived service quality of public healthcare services in Romania using the SERVQUAL scale, Conference Proceedings of the 20th International Economic Conference. Post Crisis Economy: Challenges and opportunities, Sibiu and published in Procedia Economics and Finance, volume 6, pp. 573-585, ISSN 2212-5671

The Academy of Marketing Conference, The Magic in Marketing, Limerick, Irlanda

perioada Iul 2015 - Iul 2015

Purcărea VL, Gheorghe IR, **GHEORGHE CM**- Investigating the Theory of Planned Behaviour in the context of health care electronic word of mouth consumer behaviour. A sender's perspective. The Academy of Marketing Conference, The Magic in Marketing, Limerick, Irlanda

IBIMA 2015, Amsterdam, Olanda

perioada Mai 2015 - Mai 2015

Purcărea VL, Gheorghe IR, **GHEORGHE CM**- Exploring the influential variables of eWOM messages with a focus on health care services. A Romanian case study. IBIMA 2015, Amsterdam, Olanda, in press

WC-BEM 2015, Izmir, Turcia

perioada Apr 2015 - Apr 2015

Purcărea VL, Gheorghe IR, **GHEORGHE CM**- Uncovering the online marketing mix communication for health care services. WC-BEM 2015, Izmir, Turcia

Academy of Marketing Conference. Marketing Dimensions: People, Places and Spaces, Bournemouth, Anglia

perioada Iul 2014 - Iul 2014

Purcărea VL, Gheorghe IR, **GHEORGHE CM**- Modeling the online consumer decision-making process based on eWOM communication in Health Care Services. A Romanian Perspective. Academy of Marketing Conference. Marketing Dimensions: People, Places and Spaces, Bournemouth, Anglia

2nd WSEAS International Conference on Economics, Political and Law Service, Braşov

perioada Iun 2014 - Iun 2014

Purcărea VL, Gheorghe IR, **PETRESCU CM**- Investigating the impact of virtual communities on the reputation of Romanian Health Care Organizations. A qualitative case study. 2nd WSEAS International Conference on Economics, Political and Law Service, Braşov

Proceedings of the IBIMA Conference, Valencia, Spania

perioada Mai 2014 - Mai 2014

Purcărea VL, Gheorghe IR, **GHEORGHE CM**- When marketing health care services, which is the most suitable marketing-mix? Proceedings of the IBIMA Conference, Valencia, Spania

Conference Proceedings of WC-BEM on Business, Economics and Management, Universitatea din Sapienza, Roma

perioada Mar 2014 - Mar 2014

Purcărea VL, Gheorghe IR, **GHEORGHE CM**- What is salient about marketing health care services?, Conference Proceedings of WC-BEM on Business, Economics and Management, Universitatea din Sapienza, Roma. În curs de indexare în Procedia Social and Behavioral Sciences Journal

Academy of Marketing Conference. Marketing Relevance, Cardiff, Wales

perioada Iul 2013 - Iul 2013

Purcărea VL, Gheorghe IR, **PETRESCU CM**- Negative Emotion Design: Exploring Romanian Consumer Electronic Word-of-mouth Behavior in Health Care Services. Academy of Marketing Conference. Marketing Relevance, Cardiff, Wales

19th International Economic Conference (IECS 2012)

perioada Iun 2012 - Iun 2012

Cetina Iuliana, Gheorghe Iuliana Raluca, **PETRESCU CONSUELA MADALINA**- Ecological alimentation: a Romanian consumer behavior case study, Conference Proceedings, 19th International Economic Conference (IECS 2012). The persistence of the global economic crisis: causes, implications, solutions, Sibiu, 15-18 iunie, 2012

## Lucrari publicate

### A. Cărți publicate

#### ❖ Monografie/alte cărți în edituri internaționale-coautor

Gheorghe IR, **Gheorghe CM**, Purcărea VL (2016)- Emotional Social Innovation: Shock advertising in Social Marketing Health Campaigns, *Managing Economic Growth: Marketing, Management and Innovations*, 1st Edition, Prague Institute for Qualification Enhancement: Praga, pagini 640, în curs de publicare

#### ❖ Monografie/alte cărți în edituri naționale- coautor

1. Victor Lorin Purcărea (Coord.), Andra Victoria Radu, **Consuela Mădălina Petrescu**, Iuliana Raluca Gheorghe (2010)- *Marketingul Îngrijirilor de sănătate. Manual universitar*, Editura Universitară "Carol Davila", ISBN 978-973-708-479-
2. Victor Lorin Purcărea (Coord.), **Consuela-Mădălina Petrescu**, Iuliana-Raluca Gheorghe, Gheorghe Dodu Petrescu (2011) - *Health Care Marketing. University Course for 1<sup>st</sup> year students in "Carol Davila" University of Medicine and Pharmacy*, Editura Universitară "Carol Davila", ISBN 978-973-708-545-0

### B. Lucrări științifice publicate

#### ➤ Articole/studii în extenso publicate în reviste de specialitate de circulație internațională recunoscute (ISI)

1. Purcărea VL, Gheorghe IR, **Gheorghe CM** (2014)- When marketing health care services, what is the most suitable marketing?, *Vision 2020: Sustainable growth, economic development and global competitiveness*, pp. 1787-1791, ISBN: 978-0-9860419-2-1
2. Purcărea VL, Gheorghe IR, **Gheorghe CM** (2015)- Exploring the influential variables of eWOM messages with a focus on health care services: A Romanian Case Study, *Innovation Vision 2020: from regional development sustainability to global economic growth*, pp. 2863-2867, ISBN: 978-0-9860419-4-5
3. Purcărea VL, Gheorghe IR, **Gheorghe CM** (2015)- Uncovering the online marketing mix communication for health care services, *Procedia Economics and Finance*, 26, pp. 1020-1025, ISSN: 2212-5671
4. Gheorghe IR, **Gheorghe CM**, Purcărea VL (2016)- Turn point for Social Marketing Advertising. A case study about Healthcare and humor shock appeals, *Innovation Management and Education excellence Vision 2020: from regional development sustainability to global economic growth*, pp. 3622-3628, ISBN: 978-098604196-9
5. **Gheorghe CM**, Purcărea VL, Gheorghe IR (2017)- Experiential Marketing Scale Development for Health Care Services, în Soliman, K.H. (Ed), *Education Excellence and Innovation Management through Vision 2020: From Regional Development Sustainability to Global Economic Growth*, pp. 3906-3918

#### ➤ Articole/studii în extenso publicate în reviste de specialitate de circulație internațională recunoscute (Baze de date internaționale)

1. **Petrescu CM**, Gheorghe IR, Petrescu GD (2011)- Optimizing the technological and informational relationship of the healthcare process and of the communication between physician and patient. The impact of Preventive Medicine and Social Marketing applied in health care on youth awareness. Preliminary study, *Journal of Medicine and Life*, 4(1), pp. 112-123, ISSN: 1844-122x
2. Purcărea VL, Petrescu DG, Gheorghe IR, **Petrescu CM** (2011)- Optimizing the technological and informational relationship of the health care process and of the communication between physician and patient. Factors that have an impact on the process of diagnosis from the physician's and the patient's perspectives, *Journal of Medicine and Life*, 4(2), pp. 198-206, ISSN: 1844-122x
3. Purcărea VL, Gheorghe IR, **Petrescu CM** (2013)- The assessment of perceived service quality of public healthcare services in Romania using the SERVQUAL Scale, *Procedia Economics and Finance*, 6, pp. 573-585, ISSN: 2212-5671
4. Purcărea VL, Gheorghe IR, **Petrescu CM** (2013)- Credibility elements of eWOM messages in the context of health care services. A Romanian Perspective, *Journal of Medicine and Life*, 6(3), pp. 254-259, ISSN: 1844-122x
5. Purcărea VL, Gheorghe IR, **Gheorghe CM** (2013)- What is salient about marketing health care services?, *Procedia Social and Behavioral Sciences*, pp., ISSN: 1877-0428
6. Purcărea VL, Gheorghe IR, **Petrescu CM** (2013)- Investigating the impact of virtual communities on the reputation of Romanian Health Care Organizations. A qualitative case study, *Advances in Fiscal, Political and Law Science*, Proceedings of the 2nd International Conference on Economics, Political and Law Science, pp. 49-53, ISBN: 978-1-61804-191-3
7. Moldovan L, Mitroi A, **Petrescu CM**, Aschie M (2013)- Classification of breast carcinomas according to gene expression profiles, *Journal of Medicine and Life*, 6(1), ISBN 1844-122x
8. Brătucu R, Gheorghe IR, Purcărea RM, **Gheorghe CM**, Popa-Velea O, Purcărea VL (2014)- Cause and effect: the linkage between the health information seeking behavior and the online environment. A review, *Journal of Medicine and Life*, 7(3), pp. 310-316, ISSN: 1844-122x
9. Mahu C, **Gheorghe CM**, Purcarea AP, Purcarea MR (2014)- Molecular events in gastric carcinogenesis. *Journal of Medicine and Life*, 7(3), pp. 375-378, ISBN 1844-122x
10. Bobocea L, Gheorghe IR, Spiridon Șt, **Gheorghe CM**, Purcărea VL (2016)- The management of health care service quality. A physician perspective, *Journal of Medicine and Life*, 9(2), pp. 149-152, ISSN: 1844-122x

11. Gheorghe IR, Radu AV, **Gheorghe CM**, Negoită OI, Purcărea VL (2017)- Tit for Tat: A Perspective on Health Care Social Marketing Shock Advertising, *Journal of Emerging Trends in Marketing and Management*, ISSN: 2537-5865
12. Radu G, Solomon M, **Gheorghe CM**, Hostiuc M, Bulescu IA, Purcarea VL (2017)- The adaptation of health care marketing to the digital era, *Journal of Medicine and Life*, 10(1), pp. 44-46, ISSN: 1844-122x
13. **Gheorghe CM**, Gheorghe IR, Purcărea VL (2017)- Modeling the consumer's perception of experiential marketing in the Romanian private ophthalmologic services, *Romanian Journal of Ophthalmology*, 61(3), pp. 219-228, ISSN: 2457-4325
14. **Gheorghe CM**, Gheorghe IR, Purcarea VL (2017)- Investigating the perception of Romanian adults on ophthalmology services from an experiential marketing perspective, *Romanian Journal of Ophthalmology*, 61(3), pp. 181-187

➤ **Articole/studii publicate sub formă de rezumat în reviste de specialitate de circulație internațională recunoscute (Baze de date internaționale)**

1. Cetină I, Gheorghe IR, **Petrescu CM** (2012)- Ecological alimentation: a Romanian consumer behavior case study, *19th International Economic Conference (IECS): The persistence of the global economic crisis: causes, implications, solutions*, Sibiu, 15-18 iunie, p. 23
2. Purcărea VL, Gheorghe IR, **Petrescu CM** (2013)- Negative emotion design: Exploring Romanian consumer electronic word-of-mouth behavior in health care services, *The Annual Academy of Marketing Conference Proceedings: Marketing Relevance*, Cardiff, Wales, p. 68
3. Purcărea VL, Gheorghe IR, **Gheorghe CM** (2014)- Modeling the online consumer decision-making process based on eWOM communication in health care services. A Romanian perspective, *The Annual Academy of Marketing Conference Proceedings: Marketing Dimensions, People, Places and Spaces*, Bournemouth, Anglia, p. 87, ISBN: 978-185-899-30-10
4. Purcărea VL, Gheorghe IR, **Gheorghe CM** (2015)- Investigating the Theory of Planned Behavior in the health care electronic word of mouth environment. A sender's perspective, *The Annual Academy of Marketing Conference Proceedings: The Magic of Marketing*, Limerick, Irlanda, p. 89, ISBN: 978-190-595-26-49
5. **Gheorghe CM**, Purcărea VL, Gheorghe IR (2016)- To be...or not to be shocked. That is the question! A Romanian insight on Advertising, *The Annual Academy of Marketing Conference Proceedings: Radical Marketing*, Newcastle-upon-Tyne, Anglia

**Permis de conducere**

Categoria B

dobandit in 21 aug 2001