

MIHĂILĂ ALEXANDRA-ȘTEFANIA

STUDENT

CONTACT

- +40760531339
- alexandra-stefania.mihaila@s.unibuc.ro
- Bucharest, Romania
- <https://www.linkedin.com/in/alexandra-%C8%99tefania-mih%C4%83il%C4%83-80b326228/>

SKILLS

- Intercultural Communication
- Community Mobilization
- Climate Action Advocacy
- Consumer Behavior analysis
- Problem Solving
- Time Management

LANGUAGES

- English (Fluent)
- French
- Spanish

PROFILE

A highly engaged Master's candidate in Online Marketing Strategies and Sales Management, offering a unique synergy between digital persuasion and profound commitment to global sustainability. My core expertise lies in leveraging advanced consumer behavior analysis to dismantle resistance to environmental action and mobilize impactful behavioral change, an essential component for successful climate policy.

EDUCATION

2024 - present (2026)

Master's Degree Studies: Online Marketing Strategies and Sales Management
University of Bucharest

2021-2024

Bachelor Degree Studies: Business Administration
Faculty of Business and Administration
University of Bucharest

ERASMUS+ PROJECTS

18-27 Nov 2025

Youth Exchange "Critical Minds, Creative Leaders"
Sicily, Italy
(Developing key leadership skills through exploring challenges)

26 Sept - 4 Oct 2024

Youth Exchange "Green Creators - Sustainability and art innovation"
Vienna, Austria
(Sustainability through art that minimizes environmental impact)

12-22 Sept 2025

Youth Exchange "Eco-Agents of Change: Unleashing Youth Power for a Greener Tomorrow"
Aruba, Carribean Islands
(Sustainable practices for climate action on the island)

5-13 Aug 2025

Youth Exchange "Embracing Every Voice"
Zutphen, The Netherlands
(Inclusion, Leadership and Cultural Diversity)



30 Jun - 11 Jul 2025

Youth Exchange "Sports4all"

Jelgava, Latvia

(Promoting Inclusive Physical Activity)

15-22 Apr 2025

Youth Exchange "CybEra"

Edirne, Turkey

(Digital Media Literacy, Cybersecurity and Digital Citizenship)

19 Nov 2023 - 20 Feb 2024

CIVIS Micro Programme: Social change based on leadership initiatives and marketing strategies

University of Bucharest (via Erasmus+)



VOLUNTEERING PROGRAMS

March - Aug 2024

Recycling Patrol

Ploiesti, Romania

Participating in recycling campaigns, clean-up actions and awareness-raising events in Ploiesti, focused on responsible waste management and sustainability.

6-10 Nov 2023

Sustainability Week

University of Bucharest

A local call to action to motivate and inspire young people to become informed and active citizens and build the world they want to grow up in.



CONFERENCES AND PROFESSIONAL DEVELOPMENT

11-12 Nov 2025

GoTech World

Romexpo, Bucharest

Key insights on AI, cybersecurity, digital marketing, smart cities, software development.

5 Nov 2025

Google Cloud Day

Cineplexx Baneasa, Bucharest

Discovering first-hand the latest product announcements, live demos, customer and partner success stories and interactive talks with industry leaders.

12 Nov 2024

Sustainability Gala Conference

University of Bucharest

Exploring the impact of sustainability and technology on the future of jobs.