

NICOLAE N. SFETCU



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Experience

2002 – date [MultiMedia SRL](#), Bucharest (company founded in October 2002)

- Owner and administrator
- Business services: Internet marketing and advertising, web design and development, translation, word processing, desktop publishing, multimedia, business consulting, editing and publishing books and e-books
- Developer and participant in various European and national projects (the research project DRIVESAFE, co-funded by the European Commission within the Sixth Framework Programme, aimed at using an already existing Eye Tracking Device (ETD) that was developed by Kayser-Threde for scientific use on the MIR space station and on the International Space Station to use it as a starting point to improve and modify it in such a way that the new tool can be used for gaze measurement and man-machine interface optimization. Partners in this project: AIRBUS France, AREA 17 Sweden, EURISCO France, INCORDIA Sweden, INRIA France, KAYSER-THREDE Germany, MEDIASCOPE Germany, MINDMATICS Germany, ONE TOO France, PLAN_B_MEDIA Germany, SIEMENS AUTOMOTIVE Germany, etc.)
- Started a publishing house ([MultiMedia Publishing](#)) in May 2018

2019 – 2020 [Webhelp](#), Bucharest

- Samsung counselor, French language
- Marketing specialist, French language

2002, February – 2002, October **AmaCom Internet Center SRL**, Drobeta Turnu Severin, Romania

AmaCom Internet Center SRL is a Romanian micro - company, founded in Nov. 2001.

Administrator

- Developing local IT services for web design, translation, Internet marketing, desktop publishing and word processing
- IT projects in cooperation with foreign and Romanian companies

2001 – 2002 **AmaCom SRL**, Drobeta Turnu Severin, Romania

AmaCom SRL is a medium-size Romanian company, founded in 1992.

- 2001 – 2002 IT Manager
- Founder of the IT Department

1993 – 2001 [Romanian Intelligence Service](#)

- Officer

1983 – 1993 [Heavy water plant “ROMAG PROD”](#), Drobeta Turnu Severin, Romania

Heavy Water Plant “ROMAG PROD” is the biggest European producer of heavy water, with the highest deuterium purity in the world.

- 1991 – 1993 Quality Assurance Manager: Projecting, implementing, developing and maintaining the Quality Assurance System.
- 1989 – 1991 Destructive and Nondestructive Testing Laboratory Chief: Start-up Destructive and Nondestructive Testing Laboratories.
- 1983 – 1989 Quality Assurance Inspector: ▪ Inspections and audits in Quality Assurance System, cooperation with the design institute (I.I.T.P.I.C) for the improvement of the installations and industrial process

Additional Professional Activities

2001 – 2002 Teaching two courses, “Teleworker Guide” and “Internet Marketing”, with The Center for the Implementation of Inventions, at Craiova University

1999 – 2001 European Teleworking Development Romania (ETD) Project Coordinator

1999 – 2000 Expert - Evaluator for European Commission

1998 - 2000 Teaching courses for professional reconversion in industrial electronics

1990 – 1993 Electronics individual manufacturer

Works:

- Articles (<https://www.telework.ro/>)
- Books:
<https://www.google.com/search?sa=X&tbm=bks&tbm=bks&q=inauthor:%22Nicolae+Sfetcu%22>
- Essays and other academic articles from the fields of science (physics) and philosophy: (https://www.researchgate.net/profile/Nicolae_Sfetcu/research)
- Google Academic:
<https://scholar.google.com/citations?user=vAfoBIYAAAAJ>
- Contributions to Wikipedia:
<https://ro.wikipedia.org/wiki/Special:Contribu%C8%9Bii/NicolaeSfetcu>

Professional Membership

2004 – date [Romanian Association for Electronic Industry and Software](#): Cofounder of the regional association and president of the Mehedinti Branch

2003 – date [Romanian Association for Telework and Teleactivities](#): Initiator, cofounder and president

2002 – date [Internet Society](#) (London Chapter): Member

1999 – date Romanian Teleworking Society: Initiator, cofounder and president.

1994 – date : [General Association of Engineers in Romania](#): Cofounder and president of the Mehedinti Branch, member in the Executive Bureau, organizing scientific activities.

1980-1983 "Astroclub" Bucharest: Member

1975-1977 Invention Club, Craiova: Member

Education

2017 - 2019: [Bucharest University](#), [Faculty of Philosophy](#): Master of Philosophy (Philosophy of Science)

1978 - 1983: [Bucharest University](#), Bucharest: Physicist engineer - Bachelor of Science (Physics, Nuclear Physics)

1972 - 1977: Electrotechnical High School, Craiova, Dolj

Training

2006 – 2006: Atlas Consulting Bucharest: Training for audit for the Quality Management Systems, Attested as internal auditor

2005 – 2005: CPE Craiova: Training in the domain of organizational communication

1987 - 1988: [Center for Training Specialists from Nuclear Domain](#), Bucharest: Nondestructive Testing Operator

1990 - 1990: [Industry Minister](#), Chemistry Department, Bucharest: Quality Assurance Manager

1995 - 1995: [Bucharest University](#), Faculty of Foreign Languages and Literatures: Certificated for French language

1996 - 1996: [Bucharest University](#), Faculty of Foreign Languages and Literatures: Certificated for English language

Community Activities

2015 – date [Rotary Club Atheneum Bucharest](#): Member

2013 – 2015 [Rotary Club Drobeta Turnu Severin Continental](#): Member, President
2015-2016

Languages

Romanian (native), French (certified), English (certified)

Personal Details

Date of Birth: July 19, 1957

Marital Status: married, two children

Driving License: full, clean

Hobbies

Physics, philosophy, bridge, chess, music, sports

Competences

Web design, e-commerce, other web applications

- Web sites for public institutions, NGOs, funded projects, industry, commerce, finance, automotive, tourism, etc.
- e-Commerce for selling products on the internet, online and offline payments
- Dynamic and elegant, responsive, tailored websites for tablets and mobile phones
- Automation, integration with social networks
- Repair, modification, upgrade, maintenance and web hosting on best servers

Internet marketing, SEO, online advertising, branding

- Internet marketing for search engines and social networks, and mobile marketing
- Search engine indexing in Google, Yahoo and Bing
- Search Engine Optimization (SEO)
- Local marketing, including through Google Maps

- Online advertising through websites and blogs, search engines, and PPC (AdWords)
- Viral marketing, branding, protecting the reputation
- Development of a specific strategy to maximize conversion, including through the management of links and other recommendations

Software localization, Romanian and French translation

- Accurately translation, keeping the spirit of the original document and cultural meaning, in and from English, Romanian and French
- Technical domains, multimedia, websites, advertising and business, software localization
- Including translations in the same format as the original, or another format upon request
- Complete process of editing, proofreading, printing and processing translated documents
- Using specific programs CAT tools

Articles, desktop publishing, secretarial services

- Scientific and academic writing
- Creating optimized content (articles, etc..)
- Development and distribution of corporate news and press releases, viral posts on social networks
- Desktop publishing for books, leaflets and printed publications in specific formats
- Secretarial services, word processing, management of e-mail messages
- Printing and scanning, data entry
- Online publications, radio and television

Powerpoint, Word, PDF, image, audio and video editing

- Edit and modify images
- Edit and modify audio, including special effects and soundtracks for presentations
- Create, edit and modify videos, including special effects
- Presentation of companies, projects, etc., in Powerpoint, Word, Excel an PDF formats, slide shows, video clips, animations, etc.
- Developing a special YouTube channel for presentation, audio and video streaming

Book and e-book conversion, formatting, publishing, ISBN

- Scanning, editing, formatting, publishing and promoting books and e-books (PDF, EPUB; MOBI for Kindle)

- Converting written books or manuscripts in e-books in all major specific formats and support in their sale
- Distribution of books and electronic books in the biggest online stores: Amazon, Apple, Sony, Barnes & Noble, etc.
- Promoting books and electronic books through online marketing, reviews, releases, news