

Where my passion for Communication, Research and Digital Media meets

I studied Communication and Public Relations for five years at „Lucian Blaga” University of Sibiu in Romania, and later pursued Digital Media studies at the University of Roehampton in the UK. My background combines communication theory, journalism, public relations, digital research, and contemporary media practice. I am driven by a passion for reading, curiosity about new ideas, and respect for diverse cultures, histories, languages, and perspectives.

In addition to my academic background, I have hands-on experience in website development, graphic design, SEO, and digital marketing. These skills help me understand how digital content is created, shared, and experienced by real audiences online.

As an independent digital researcher and content intelligence consultant, I work with archives, platforms, images, stories, datasets, public records, social media, and digital traces to turn scattered information into clear, useful insights. My main strength is linking academic ideas with practical communication by analysing context, spotting patterns, interpreting media and online spaces, and turning complex information into research-based content, strategic stories, and actionable intelligence.

My broad background helps me approach every project with both careful analysis and practical sense. I look not only at what information says but also at how it is made, shared, and understood. Whether I am mapping a topic, researching a company, analysing digital presence, creating content, or building a strategy, my goal is always to bring clarity, structure, and meaning to complex public information.

Marinela Serban