

**Anca Goga - Internal Communication Expert (Partner)**

Anca Goga is the communications advisor to the Rector of the National University of Political Studies and Public Administration (SNSPA). She is managing SNSPA's internal and external communication and branding strategy, media relations, the official university's websites and social media platforms and organizing university events.

Anca began her career in communications at the Public Relations Office of the University of Bucharest as a media relations specialist. Together with the entire team, at PR AWARD in 2010, she received the highest award, Golden Award for Excellence, in the "Social Media for PR" section, for the campaign "Building a communicational network through Social Media". She joined SNSPA in 2012, where she established the communication channels of the university and strengthened the SNSPA brand.

With over ten years of experience in educational PR, Anca has been involved in launching and promoting activities from various European projects, providing the internal and external communication component.