



Curriculum vitae

Personal Information

Name / Surname	Păsărin Leonardo Daniel
Address(es)	Bresteui Street, no. 146, Craiova, Dolj
Phone(s)	0251.422.743
E-mail(uri)	daniel.pasarin@edu.ucv.ro
Nationality	Romanian

Occupational field

Professional experience

Period	August 2020 -present
<i>Position or position held</i>	<i>Brand manager</i>
<i>Name and address of the employer</i>	<i>University of Craiova</i>
Period	2019 – August 2020
<i>Position or position held</i>	<i>Parliamentary Counsellor</i>
<i>Name and address of the employer</i>	<i>Romanian Senate</i>
Period	2004-2020
<i>The position occupied</i>	<i>Editor</i>
<i>Employer's name</i>	<i>Radio Oltenia – Romanian Radio Broadcasting Company</i>
Period	2016–present
<i>The position occupied</i>	<i>Associate professor</i>
<i>Employer's name</i>	<i>Faculty of Letters/Journalism</i>
Period	2021 -present
<i>The position occupied</i>	<i>University Lecturer</i>
<i>Employer's name</i>	<i>Faculty of Physical Education and Sport</i>
Period	2019-2021
<i>The position occupied</i>	<i>Associate professor</i>
<i>Employer's name</i>	<i>Faculty of Physical Education and Sport</i>
Period	2011-2014
<i>The position occupied</i>	<i>Sports Show Producer</i>
<i>Name of the institution</i>	<i>TV Oltenia</i>
Period	1998-2004
<i>The position occupied</i>	<i>Reporter</i>

Employer's name	Radio Oltenia - Romanian Radio Broadcasting Company															
Employer's name	Period 2016-2018 Function Head of the Communication and P.R. Department															
Employer's name	C.S. Universitatea Craiova															
Period	2007-2009															
The position occupied	Football coach															
Employer's name	F.C. Universitatea Craiova															
Employer's name	Period 2013-2015 The position occupied Football coach Employer's name C.S. Universitatea Craiova															
Employer's name	Period 2011-2012 The position occupied Football coach Employer's name Alro Slatina															
Education and training																
Period	2010-2014															
Qualification / diploma obtained	Doctor															
Name and type of educational institution/training provider	National University of Physical Education and Sport															
Period	2012-2014															
Qualification / diploma obtained	Master															
Name and type of educational institution/training provider	University of Craiova, Faculty of Physical Education and Sport/Specialization - "Performance in Sport"															
Period	2002-2004															
Qualification / diploma obtained	Master															
Name and type of educational institution/training provider	National School of Political and Administrative Studies/Specialization - "Communication and Public Relations"															
Year	2002															
Qualification / diploma obtained	License															
Main subjects studied / professional competences acquired	Physical Education and Sport															
Name and type of educational institution/training provider	University of Craiova, Faculty of Physical Education and Sport															
Known foreign language(s)																
Self assessment																
European level (*)																
English	<table border="1"> <thead> <tr> <th colspan="2">Understanding</th> <th colspan="2">Speech</th> <th>Writing</th> </tr> <tr> <th>Obedience</th> <th>Read</th> <th>Join the conversation</th> <th>Oral Discourse</th> <th>Written expression</th> </tr> </thead> <tbody> <tr> <td>B2</td> <td>B2</td> <td>B2</td> <td>B2</td> <td>B2</td> </tr> </tbody> </table>	Understanding		Speech		Writing	Obedience	Read	Join the conversation	Oral Discourse	Written expression	B2	B2	B2	B2	B2
Understanding		Speech		Writing												
Obedience	Read	Join the conversation	Oral Discourse	Written expression												
B2	B2	B2	B2	B2												
	Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Experienced user. Common European Framework of Reference for Languages															
Social skills and abilities	Team spirit, high ability to communicate and adapt, high ability to disseminate information															
Organisational competences and skills	Good managerial skills, group coordination, punctuality, seriousness, creativity															

Computer skills and abilities	Pachet Microsoft Office (Word, Excel, Powerpoint) According to the U 102 Program Graduation Certificate - Use of IBM-PC compatible microcomputers under MS - Dos and Windows "We write for the Internet" certificate Video, audio, and photo editing.
Driver's license(s)	Category B

Information

Awards, distinctions

Prizes awarded by institutions and press prizes:

2013 - Prize of the Union of Professional Journalists of Romania for 2012 in the Radio section (Radio Broadcasts);

2006 - Order of Journalists, Third Class. The bronze medal awarded by the Union of Professional Journalists of Romania.

Diplomas and distinctions for the promotion of sport through radio shows:

2012 - Certificate of Excellence awarded by the Romanian Athletics Federation;

2008 - Diploma awarded by the Romanian Radio Broadcasting Company "Oltenia" Craiova for the contribution to the success of the radio broadcasts made in the Second League, Second Series, 2007-2008 football season;

2006 - Diploma awarded by the Romanian Athletics Federation for the special contribution in the organization of the "Balkan Cross Country Championship";

2004 - Diploma awarded by the Romanian Radio Broadcasting Company "Oltenia" Craiova for the contribution to the success of the radio broadcasts made by Radio Oltenia Craiova exclusively from B2;

2001 - Diploma awarded by Radio Timișoara - Sport Division - for the contribution made to the smooth running of the matches of Division B, series II.

Diplomas of Excellence and Diplomas of Honour awarded by educational institutions:

2011 - Honorary Diploma awarded by the Dolj County School Inspectorate for promoting, affirming and supporting school sports activity;

2010 - Diploma of Honor awarded by the Dolj County School Inspectorate for the contribution brought to the organization of the Dolj School Sports Gala, for the promotion and support of school sports;

2009 - Honorary Diploma awarded by the Dolj County School Inspectorate for promoting, affirming and supporting school sports activity;

2005 - Diploma of Excellence awarded by the Dolj County School Inspectorate for objectivity in presenting and publicizing the sports events of the performance school sport;

2003 - Honorary Diploma awarded by the Dolj County School Inspectorate for supporting the Dolj sports movement;

2002 - Diploma for special merits - for the development of school performance sports awarded by the Dolj County School Inspectorate;

2000 - Diploma awarded by the Dolj County School Inspectorate for the contribution to the development of high-performance school sports.

Continuing education internships:

2019 - Photo course - "MIHAI DAN-CALINESCU" Photo Club Association Craiova,

2012 - "Professional Skills Evaluator" - program organized by A&C Projects and Management Consultancy - Drobeta Turnu Severin - May 2012,

2012 - "Mentor" - program organized by the Bia & Bia Association - Drobeta Turnu Severin;

2010 - Training program for trainers of trainers organized by the Bucharest Education Foundation, the Ministry of Education, Research and Youth and the Ministry of Labor, Family and Equal Opportunities;

2010 - Course "Online Radio Programs" organized by the Romanian Radio Broadcasting Society;

2010 - Craiova - "Online Journalism" course, organized by the Romanian Radio Broadcasting Society;

2009 - Certificate "C," European Union of Football Association, football coach;

2004 - Training and specialization program - "Project Management" - Institute of International Management and Marketing Bucharest;

2004 - Craiova - "Project Management" Course, organized by the Romanian Radio Broadcasting Society in collaboration with the Manager Institute, Bucharest;

2003 - Craiova - Digimedia Course, organized by the Romanian Radio Broadcasting Company

2003 - Tg. Mureș - Conference "A Free and Word Radio", organized by the Dutch Radio Broadcasting Company and the Romanian Radio Broadcasting Company;

2001, Neptun - Radio University, courses organized by the Romanian Radio Broadcasting Society;

1999 - Course "Using IBM-PC compatible microcomputers under MS-DOS and WINDOWS";

1998 - Craiova - TV course "Reporter editor of TV news programs", organized by the Independent Journalism Center of Romania;

2001 - Neptun - Radio University, courses organized by the Romanian Radio Broadcasting Society.

Photo Club Salon in Cârcea - 2019

Member of professional societies:

Member of the Union of Professional Journalists of Romania;
Member of the Romanian Association of Press History;
Member of the National Union of Radio Broadcast Creators (UNCER);
Founding member of the Association of Physical Education and Sports Teachers Dolj;
Membru International Organization for Health, Sports, and Kinesiology - IOHSK;
Membru FAN CLUB BLUE LIONS.

Congress:

April 14-16, 2011, National Congress of Press History - Constanta, "Interwar Sports Press - Landmarks and Contextualizations";
27-28 April 2012, International Press Congress, Chisinau, "The impact of the media on the practice of physical exercise".

Symposia and Festivals:

2010 International Symposium, Third Edition, Education through Movement,
September 10, 2010, Tg. Jiu, European Journalism Festival, first edition, organized by Eurilife and UNESCO, where I presented the paper "The impact of the radio message through the promotion of sport and tourism";
September 11, 2010, Tg. Jiu, European Journalism Festival, first edition, organized by Eurilife and UNESCO, where I presented the paper "Media and specialized skills in making sports radio broadcasts".

Participation in national and international projects / grants:

2009, Member of the International Project "The Voice of European seniors" within the European Grundtvig program for Senior Volunteering-2009, approved with no. GRU-09-GIVE-5-DJ-PT.
Applicant : Orizont Cultural Association
Partener: Asociatia VIDA-Intergenerational Valorisation and Active Development Association - Portugalia

Regional radio project with national impact:

2009, coordinator of the national project with regional development "In Oltenia not only football is played", in collaboration with the Romanian Athletics Federation.

Salon Photo:

Salon: "MIHAI DAN-CALINESCU" Photo Club Craiova, Cârcea - 2019

This salon of the photo club was a premiere and was organized by two of the members of the photo club: Andrade Cojocaru and Daniel Păsărin.

CERTIFICATE:

EXCELLENCE IN THE TEACHING CAREER, Series: EXCL, No: 4985, Date: 4.12.2020.

CERTIFICATE OF ATTENDANCE:

"Teaching Growth Mindset".

The keynote was held online on the 26th of November 2020.

Annexes

List of books

2019, Stories of the Moment - ISBN: 9786061415571, The book contains 37 "stories of the moment", conceived between March 31, 2016 and April 8, 2017, essays that highlight the inevitable complementarity between literary creation and photographic art, both having the intrinsic ability to decode each other and, at the same time, to provide each other with codes. Authors: Dan Păsărin and Davian Vlad.

2019, Monograph of the football team "Universitatea Craiova": 70 years in the Romanian and European football arena. Authors: Dumitru Otovescu (initiator and coordinator of the work), Ion Jianu, Dan Păsărin and Cristina Otovescu.

Sports performance

In 1987, in the U13 category, I won the bronze medal at the National Sports Orienteering Championship, Arad;

In 1994 I played an official match for Electroputere Craiova in the Football League Cup - Romania; During the period of my activity as a goalkeeper (football) at F.C. Universitatea Craiova I promoted two goalkeepers to the national junior teams, Silviu Lung Jr. and Marian Mecea;

2008 - FC Universitatea Craiova, Romanian Football League 1: after three years of training, games and social, educational and cultural development at junior level, the athlete Silviu Lung jr., 18 years old, made his debut in the first national football league in the 2007-2008 season. Silviu Lung Jr. made his debut for Universitatea Craiova in Liga I on April 12, 2008 in a draw against Oțelul Galați. On 5 June 2010 he made his debut for the Romanian national team against Honduras;

2012 - after four months of training and official games at the level of the second league in Romania, at Alro Slatina, the athlete George Savu signed an employment contract at the level of the third league in Spain.

Scientific papers

1. Turcu, I., Costin, D.E., **Păsărin, L.D.**, Dumitru, R., Popa, M.G., Popescu, M.C., Barbu, M.C.R. (2021). The role of players as innovators. *Bulletin of the Transilvania University of Brașov - SERIES IX - Science of Human Kinetics*, 14(2), 233-242. <https://doi.org/10.31926/but.shk.2021.14.63.2.28>
2. Barbu, M. C. R., **Păsărin, L. D.**, Dumitru, R., Costin, D. E., Popa, M. G., & Popescu, M. C. (2021). Sharing in sport through technology. *Annals of Constantin Brancusi'University of Targu-Jiu. Economy Series/Analele Universității'Constantin Brâncuși'din Târgu-Jiu Seria Economie*, (5).
3. **Păsărin, L.D.**, Burcea, G.B., Tohăneanu, A.A.A., Dumitru, R., Costin, D.E., Mangra, G.I. & Popa, M.G. (2021). Collaboration between marketing and sports. *Journal of Sport and Kinetic Movement*, 38(2), 51-57. doi: 10.52846/jskm/38.2021.1.7 <http://www.jskm.ro/images/pdfs/38volIII/COLLABORATION-BETWEEN-MARKETING-AND-SPORTS.pdf>
4. Sandu, V.A., **Păsărin, L.D.**, Costin, D.E., Popa, M.G., Diaconescu, D.L., Dumitru, R., & Popescu, M.C. (2025). Proposed fans' solutions to improve a sports club results in periods of low sport performance. *Annals of the „Constantin Brâncuși” University of Târgu Jiu, Economy Series*, 2, 238-246. https://www.utgjiu.ro/revista/ec/pdf/2025-02/20_Sandu.pdf
5. Sandu, V.A., Costin, D.E., Popa, M.G., Popescu, M.C., **Păsărin, L.D.**, & Dumitru, R., (2025). Fan experience management in social media. *Annals of the „Constantin Brâncuși” University of Târgu Jiu, Economy Series*, 3, 289-297. https://www.utgjiu.ro/revista/ec/pdf/2025-03/28_Sandu.pdf
6. Sandu, V.A., Costin, D.E., Popa, M.G., Diaconescu, D.L., Dumitru, R., Popescu, M.C., **Păsărin, L.D.** (2025). Fan experience management in the online environment. *Annals of the „Constantin Brâncuși” University of Târgu Jiu, Economy Series*, 3, 130-138. https://www.utgjiu.ro/revista/ec/pdf/2025-03/11_Sandu.pdf
7. Barbu, M. C. R., Dumitru, R., Sandu, V. A., Țiu, R. N., Popa, M. G., Diaconescu, D. L., **Păsărin, L. D.**, Costin, D. E., & Popescu, M. C. (2025). The dynamics of fan loyalties from the team to the superstar. *International Scientific Conference ECOTREND 2025 Digitalization-Sustainability-Competitiveness XXIIth Edition*, November 28th-29th, 2025 Târgu-Jiu, Gorj County, Romania.
8. Popescu, M. C., Dumitru, R., Sandu, V. A., Popa, M. G., Diaconescu,

D. L., **Păsărin, L. D.**, Țiu, R. N., & Costin, D. E. (2025). Fan experience management in the official store of Universitatea Craiova Sports Club: Online and offline perspectives. *Annals of the „Constantin Brâncuși” University of Târgu Jiu, Economy Series*, Issue 5/2025, Volume 1

9. Barbu, M. C. R., **Păsărin, D. L.**, Sandu, V. A., ȚIU, R. N., & Dumitru, R. (2025). Cultivating The Fan Experience Through Public Relations Activities. *Management and Marketing Journal*, 23(2), 259-271.

10. Popescu, M. C., Barbu, M. C. R., **Păsărin, D. L.**, Sandu, V. A., Țiu, R. N., Rusu, M. R., ... & Fan, E. M. Loyalty in Football: The Mediating Role of Satisfaction. *Balneo and PRM Research Journal*. 2025;16(4):909. DOI 10.12680/balneo.2025.909
<https://bioclima.ro/Balneo909.pdf>