

CURRICULUM VITAE

1. **Family name:** Ružičić
2. **First names:** Jovana
3. **Date of birth:** 04 September 1980
4. **Passport holder:** Serbian
5. **Residence:** Belgrade, Serbia
6. **Education:**

Institution [Date from - Date to]	Degree(s) or Diploma(s) obtained:
Georgetown University, Washington, DC (2007-2008)	Graduate level classes in International Affairs
Michigan State University (MSU), USA (05/2006)	Master of Arts, Public Relations Graduate Specialization in International Development
Florida Atlantic University (FAU), USA (05/2004)	Bachelor of Arts, Communications and Psychology (double major)

7. **Language skills:** Indicate competence on a scale of 1 to 5 (1 - excellent; 5 - basic)

Language	Reading	Speaking	Writing
Serbian/ Bosnian/ Croatian	1	1	1
English	1	1	1

8. **Membership of professional bodies:**

- Phi Theta Kappa honours society

9. **Other skills:**

- Excellent communication and 'people skills'
- Strategic and innovative thinker
- Extensive experience in working with different groups: NGOs, governments and private sector
- Extensive experience in designing and implementation of communications strategies
- Excellent and dynamic presentational skills
- Excellent analytical and planning skills
- International experience from 3 continents: Europe, North America and Asia
- Excellent media and institutional networks in Serbia
- Great listener

10. **Present position:** Independent consultant and trainer in public relations

11. **Years within the firm:** NA

12. **Specific experience in the region:**

Country	Date from - Date to
Serbia	Since 2010
India	2009
USA	1998- 2009

13. Professional experience

Date from-to	Location	Company & reference person ¹ (name and contact details)	Position	Description
Since 04/2011	Serbia	NGO Group 484, ivan_aran design studio, GIZ, Meritum International	Independent Communications consultant	Creates and implements strategic communications strategy; Researches market, target groups, drafts message and talking points; Gives strategic guidance on campaigns; Provides media training to senior level executives; Advises on web site improvement, redesign and optimization; Advises on social media and online PR; Organizes press conferences, educational conferences and round tables; Writes promotional material, such as leaflets, brochures, booklets, etc.;
07/2010 - 04/2011	Serbia	Komercijalna bank	Senior PR Officer	Designed and executed PR strategy for the largest Serbian bank; Organized events and press conferences; Wrote all PR materials and Bank's corporate magazine;
01/2010 - 01/2011	Serbia	International Advertising Association (IAA)	Executive Director	Responsible for overall successful leadership, management and operation of IAA, under the direction of the Board of Directors; Designed and executed strategic plans and policies; Headed outreach, fundraising and events;
01-07/2010	Serbia	Leo Burnett	New Media Relations Senior Account Executive	Designed and executed overall PR and CSR strategy for clients and participated in new business development; Main client was Komercijalna bank;
09/2009 - 01/2010	India	Samveda Training & Research Centre	Fundraising and Outreach Volunteer	Developed organizations fundraising strategy; Established contacts with donors state wide; Led press outreach;
08/2006 - 07/2009	USA	Environmental Working Group	Press Secretary	Designed and executed media relations strategies; Wrote news releases and pitch memos; Pitched materials to reporters and editorial writers; Served as a spokesperson on variety of issues; Managed and wrote for the organization's blog; Served as a national media contact and spokesperson

¹ The Contracting Authority reserves the right to contact the reference persons. If you have any objection to this fact, kindly state so and provide a justification

				for Campaign for Safe Cosmetics;
02-07/2006	USA	John Bailey and Associates Public Relations	Intern	Assisted in development of PR strategy; Pitched news topic to print, television and radio reporters;
06/2004 - 05/2006	USA	Michigan State University	Assistant Hall Director, Case Hall, Department of Residence Life	Supervised student staff of 8; Supported complex director in planning and implementation of student development programs for 950 undergraduate residents;

14. Leadership, Volunteering and Honors

- Founder, Repats Serbia (2009- current)
- Named Top 30 Under 30 Serbian Young Entrepreneurs (July 09)
- Founder and Director, RAS International Serbian Organization (05/2008-11/2009)
- Vice President, Serbian Unity Congress, DC Chapter (02/2007-02/2008)
- President and Founder, Women's International League for Peace and Freedom, FAU branch (01/2002-05/2004)
- PR Chair, Phi Theta Kappa honors society, Nu Chi Chapter (08/2000-05/2001)
- Student Staff Writer, "Papoose" Student Newspaper, (01/2000-05/2001)
- Who is Who Among Students in American Colleges and Universities (2002, 2005)
- Journalism award for reporting in college newspaper (2001)

15. Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, if engaged.

Jovana Ružičić _____ Date: 09/03/2012