

Europass Curriculum Vitae



Personal information

First name(s) / Surname(s) Larisa Rankovic
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E-mail larisa.rankovic@gmail.com
Nationality Serbian
Gender female

Desired employment / Occupational field **Media and communications, political analysis, election observation, research, consulting**

[LinkedIn profile](#)

Work experience

Dates	November 2012-January 2013
Occupation or position held	Media analyst and consultant
Main activities and responsibilities	<ul style="list-style-type: none">- Quantitative and qualitative analysis of media coverage of Southern Serbia. Research included local media (press, TV, web portals) in Serbian and Albanian, as well as national media (press and TV stations). Research focused on dominant topics, institutions and personalities, and prevailing discourses in reporting about this region.- Recommendations for journalists and editors on improving their reporting on sensitive issues characteristic for this part of Serbia (inter-ethnic relations, minority rights, invisibility of citizens, including women...)
Name and address of employer	Government of Serbia Coordination Body for the Municipalities of Presevo, Bujanovac and Medvedja Bulevar Mihaila Pupina 2 11070 Belgrade, Serbia
Type of business or sector	Governmental body
Dates	July-September 2012
Occupation or position held	Consultant

Main activities and responsibilities	<ul style="list-style-type: none"> - analyzing and evaluating websites of municipalities in Southern Serbia - providing instructions on how to improve contents, usability and functionality, and how to better integrate and use social networks in municipal websites. - holding presentation for representatives of municipalities about findings and recommendations
Name and address of employer	<p>Balkan Investigative Reporting Network address: Gospodar Jevremova 47/4, 11000 Belgrade, Serbia Tel: +381 11 3346 209 Dragana Zarkovic-Obradovic, Serbia Project Coordinator E-mail: d.obradovic@birn.eu.com</p>
Type of business or sector	International NGO
Dates	April 6-May 26, 2012
Occupation or position held	Senior assistant to the media analyst
Main activities and responsibilities	<ul style="list-style-type: none"> - monitoring and analyzing programmes and articles related to elections on the national and regional levels; - daily briefing on the conduct of the media in the election campaign; - providing information of the media laws, regulations, and the overall situation of mass media in the country; - establishing and maintaining contacts with the main electronic and print media in the country; - preparing daily press digest on election and political issues; - assisting in organizing and conducting press conferences held by the OSCE/ODIHR LEOM; - arranging high level meetings with public officials, journalists and media representatives and providing interpretation to/from English from/to Serbian; - translating newspaper articles and broadcast news items.
Name and address of employer	<p>OSCE/ODIHR (Election Observation Mission in Serbia) – OSCE Office for Democratic Institutions and Human Rights Ul. Miodowa 10 00-251 Warsaw Poland Tel: +48 22 520 06 00 Fax: +48 22 520 06 05 E-mail: office@odhr.pl</p>
Type of business or sector	International organisation
Dates	July 2002
Occupation or position held	Media analyst, web editor, project manager
Main activities and responsibilities	<p>Quantitative and qualitative content media analyses and studies of media environment in Serbia (including commercial projects for diverse clients, media coverage of elections, EU integration process, trade unions and many other); editing web site (monitoring media coverage of specific issues and writing analyses; selecting daily news, presenting multimedia contents, writing biographies based on media archives...); project manager (Most recent: EU funded project Myths and Facts about EU, and the project Monitoring Human Rights, supported by the Civil Rights Defenders)</p>
Name and address of employer	<p>Media Archive Ebart Ul. Karadjordjeva 65/II 11000 Belgrade Serbia vcurgus@arhiv.rs http://www.arhiv.rs/</p>
Type of business or sector	Private company
Dates	April 2011-March 2012
Occupation or position held	Consultant

Main activities and responsibilities Work on the project: "We Love Europe" - Preparing series of documentary TV cartoons for young people in Europe, age 8-12:

- Writing brief note on educational and entertainment program for children in Serbia and South-eastern Europe;
- Participating in the workshop held in Brussels – discussing ideas for developing documentary animated series;
- Providing feedback about TV script and web site

Name and address of employer Business Solutions Europa, info@bs-europa.eu, Axel Donzelli (EN, FR, IT) axel@bs-europa.eu:
Bojana Stojimenovska (EN, MK, SER) bojana@bs-europa.eu

Type of business or sector Consulting and communications international NGO

Dates 2008, 2011

Occupation or position held Consultant

Main activities and responsibilities

- evaluating radio program of the Radio Free Europe and TV program of the Voice of America;
- providing recommendations for further improvement in content and visual aspects of TV program
- providing recommendations for more interactive and attractive web portal

Name and address of employer InterMedia Institute; 1401 New York Ave., NW
10th Floor
Washington, D.C. 20005
Phone: +1 202 434 9584

Type of business or sector Research institute

Dates 2010

Occupation or position held Junior Researcher

Main activities and responsibilities Work on the regional UNDP research project: eGovernance and ICT Usage Report for South East Europe

- Research: gathering and selection of data related to e-government and Internet usage in Serbia and South-eastern Europe
- Contacting all municipalities and ministries in Serbia in order to survey their approachability in online environment

Name and address of employer UNDP: Internacionalnih brigada 69
11000 Belgrade, Serbia
Phone: +381 11 20 40 400

Type of business or sector International organization

Education and training

Dates Since January 2012

Title of qualification awarded PhD (still enrolled)

Principal subjects/occupational skills covered Media, community and social media, journalism, media systems

Name and type of organisation providing education and training Belgrade University – Faculty of Political Sciences (Serbia)

Dates January-July 2002

Title of qualification awarded MA

Principal subjects/occupational skills covered Cultural management and cultural policies in Europe

Name and type of organisation providing education and training	LUMSA University, Rome (Italy)
Dates	September 1997-September 1998
Title of qualification awarded	MA
Principal subjects/occupational skills covered	Political sociology, content analysis, media systems, transitions in Central/Eastern Europe
Name and type of organisation providing education and training	Lancaster University (UK) and Central European University joint program, Warsaw (Poland)
Dates	1990-1996
Title of qualification awarded	BA
Principal subjects/occupational skills covered	Philosophy, theory of social sciences, methodology
Name and type of organisation providing education and training	Belgrade University – Faculty of Philosophy (Serbia)

Personal skills and competences

Mother tongue(s) **Serbian**

Other language(s)

Self-assessment
European level ()*

English

Italian

French

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
C1	Proficient user	C1	Proficient user	C1	Proficient user	C1	Proficient user	C1	Proficient user
C1	Proficient user	C1	Proficient user	B2	Independent user	B2	Independent user	B2	Independent user
A2	Basic user	B2	Independent user	A2	Basic user	A2	Basic user	A2	Basic user

(*) [Common European Framework of Reference for Languages](#)

Social skills and competences

- Team work: I have worked in various types and sizes of teams. For example, in Media Archive Ebart I am collaborating closely with the management, media monitors (press, TV, web), IT sector, along with clients and partners on projects.
- Intercultural skills – I have studied in international environments in Poland and Italy, had an internship in Hungary, attending numerous seminars and conferences in Europe and the United States, and worked for more than 10 years on international projects with people from very diverse backgrounds.

Organisational skills and competences

Over the years, I have made large network of contacts with media and other professionals, media outlets and media organisations; organised workshops, press conferences, meetings with CEOs, editors-in-chief, political parties' high-ranking officials and so on.

Computer skills and competences

Microsoft Office (Word, Excel, Power Point); Lotus Notes; Content management platforms (Wordpress, Movable Type), photo editing programs

Driving licence

Driving licence for operating a car, obtained in 2002

Additional information

- Publications (selected):
- Reporter for Think Brigade – online environmental portal that brings 35 multimedia journalists worldwide <http://thinkbrigade.com/author/larisa-r/>

- “e-Governance and ICT Usage Report for South-eastern Europe” – UNDP regional research project <http://www.undp.ba/index.aspx?PID=36&RID=107>
- “Minority voices on social media networks” – Text in the Magazine of the European Journalism Centre (Netherlands/Belgium) http://www.ejc.net/magazine/article/minority_voices_on_social_media_networks/
- Study: “Media Landscape – Serbia” – Part of the pan-European research of media systems, European Journalism Centre http://www.ejc.net/media_landscape/article/serbia/