

EUROPEAN
CURRICULUM VITAE
FORMAT



PERSONAL INFORMATION

Name **PRLJAČA, AIDA**
Address **5, RADIĆEVA ST, 71 000 SARAJEVO, BiH**
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Fax
E-mail aprljaca@hotmail.com
Nationality **BiH**
Date of birth **4 JUNE 1970**

WORK EXPERIENCE

- Dates (from – to)
- Name and address of employer
 - Type of business or sector
 - Occupation or position held
- Main activities and responsibilities

AUGUST 2015 - ONGOING

OPERA Srl. 8, Alipasina St, Sarajevo

EU funded project

Specialist for Communication and Awareness

1. Preparation of a communication strategy including awareness raising covering all project activities;
2. Preparation of plan with detailed timetable of activities and budget breakdown;
3. Design and elaboration of visibility products such as brochures, leaflets, targeted TV news/feature stories, according to EU guidelines;
4. Design of the project logo;
5. Insurance that visibility of the EU funding is maximised throughout the project;
6. Liaise with competent authority communication PR service for website contents related to project activities;
7. Collaboration with and supervision of the Service provider – PR Agency;
8. Organisation of logistical arrangements for promotional/ communication/ awareness activities;
9. Organisation of major visibility events to disseminate information on 1) the objectives of the projects; 2) achievements of the project in the final phase of the implementation;
10. Liaising with media, ensuring press coverage during selected project activities, and drafting information material for awareness and dissemination;
11. Proposition of additional promotional activities and materials and carry out the activities that are approved by the Steering Committee;
12. Liaising closely with the project team, as well as with the experts of the beneficiaries of the project;
13. Assistance in planning and conducting in-country trainings, round tables and conferences on brucellosis and rabies surveillance, control and eradication

- Dates (from – to) January – February 2016
 - Name and address of employer SOFRECO, 46, Skenderija St, Sarajevo
 - Type of business or sector EU funded project
 - Occupation or position held **Expert for Awareness Raising**
- Main activities and responsibilities
 1. Asses the previous Communication Strategy of the Ministry for Trade and Economic Relations to identify the gaps and needs
 2. Draft a new Strategy based on the current needs of the Ministry
 3. Provide on-the-job training to Ministry's relevant staff on how to improve website.

- Dates (from – to) May 2013 to August 2015
 - Name and address of employer
 1. Kronauer Consulting, Sarajevo (Public Info Consultant)
 2. RABIC Publishing, Sarajevo (Grant Application Consultant)
 3. Sava River Watershed Agency, Sarajevo (Crisys Communication Consultant)
 4. Art Gallery "Boris Smoje", Sarajevo (Grant Application Consultant)
 5. Centar za angažovanu umjetnost, Sarajevo (Grant Application and PI Consultant)
 - Type of business or sector *Consulting companies, Public companies, Private companies, Individulas*
 - Occupation or position held **Consultant for Public Relations (for EU funded project, private sector, public sector, consulting companies), EU Application process and activities related to the EU funding**
- Main activities and responsibilities
 1. Analysis of the activities related to the visibility of the project; recommendations for improvement
 2. Organization of various media activities
 3. Proposing communication activities, strategies, crisis communication
 4. Analysis of media landscape and identification of media opportunities
 5. Assistance in the formulation of grant application
 6. Proposing the project activities
 7. Analysis of local conditions and identification of funding opportunities

- Dates (from – to) December 2011 to April 2013
 - Name and address of employer GDSI
 - Type of business or sector EU funded project
 - Occupation or position held **Expert for Public Relations**
- Main activities and responsibilities
 1. Develop a Visibility and Communication plan.
 2. Develop and maintain a good working relationship with the media – including local and national newspapers, trade magazines, radio, and television and donor (Delegation of EU).
 3. Manage relationships with national and international media including business, local, and vertical and across media types i.e. blogs, online, print and broadcast.
 4. Manage and attend media related events.
 5. Manage speaking opportunities and Project presentation/ award events.
 6. Serve as project spokesperson as needed.
 7. Draft and edit press releases to high standard consistent with Project messaging and in accordance with EU visibility guidelines.
 8. Respond to enquiries from reporters.
 9. Review media schedules and manage the process to ensure the Project has a high visibility.
 10. Organization of press briefings, photography, and press attendance at Project events.
 11. Edit the Project quarterly Newsletter including writing content and design.
 12. Assist in the updating of the project website and project representation on other social media outlets.
 13. Plan, organize and conduct study visits for international journalists, tour operators and other concerned groups.

- Dates (from – to) April 1996 to March 2011
 - Name and address of employer UNHCR Representation in BiH
 - Type of business or sector UN Humanitarian Agency
 - Occupation or position held **Principal Secretary to the Representative/Public Information Focal Point**
- Main activities and responsibilities
 1. Keep daily contact with various levels of local government and implementing partners, as well as with UNHCR's Headquarter and Regional offices
 2. Manage the flow of information and documents to the Representative, monitor and provide analysis of the key websites for reports on UNHCR and BiH
 3. Organize high level visits to BiH: Coordinated logistics and protocol arrangements of the visits, and at the same time prepared appropriate briefing material for the visitors.
 4. Organize schedule and activities of Representative: Maintaining the schedule and travel plan for the Representative, liaise with counterparts in the Government, International Community and UNHCR Offices worldwide. In charge of the protocol related issues.
 5. Organize high-level events for UNHCR Mission in BiH: Coordinate logistics and protocol arrangements of the event. Ensure appropriate visibility.
 6. Draft and prepare correspondence for Representative as well as background information for the Representative and other senior staff in the Office of the Representative.
 7. Monitor all national/international electronic/printed media and relevant web pages enabling the s/ms to be timely informed of relevant events. Coordinating and drafting Press Releases and other information related to activities of Office for public use.
 8. Develop and planning of promotions/events, especially marking of important days for the Organization (World Refugee Day, UN Day)
 9. Develop and design visibility material for the Office and for specific projects and events.
 10. Develop press releases, information packages and other communication tools. Develop informative materials and packages for partner country governments and relevant national partners and/or visitors.
 11. Develop and design inputs for the official web page and maintaining web page (as trained administrator).
 12. Keep regular contacts with local media, organizing press conferences, presentations and interviews.
 13. Accompany visit of delegations and media to returnee sites in the country, giving appropriate briefings, interpreting support and commentaries.
 14. Establish contacts with local and international organizations to promote general understanding of refugee issues.

EDUCATION AND TRAINING

- Dates (from – to) October 2013
 - Name and type of organisation providing education and training SERDA Sarajevo
 - Principal subjects/occupational skills covered Project Academy SERDA Sarajevo: Preparation of project proposals and applications for EU funds
 - Title of qualification awarded Certificate
 - Level in national classification (if appropriate)
- Dates (from – to) 1998
 - Name and type of organisation providing education and training Presidency of FBiH, Ministry for Foreign Affairs and Cantonal Ministry of Education
 - Principal subjects/occupational skills covered Summer School of Diplomacy
 - Title of qualification awarded Certificate
 - Level in national classification (if appropriate)

- Dates (from – to)
- Name and type of organisation providing education and training
- Principal subjects/occupational skills covered

- Title of qualification awarded
- Level in national classification (if appropriate)

- Dates (from – to)
- Name and type of organisation providing education and training
- Principal subjects/occupational skills covered
 - Title of qualification awarded
 - Level in national classification (if appropriate)

PERSONAL SKILLS AND COMPETENCES

Acquired in the course of life and career but not necessarily covered by formal certificates and diplomas.

MOTHER TONGUE

OTHER LANGUAGES

- Reading skills
- Writing skills
- Verbal skills

SOCIAL SKILLS AND COMPETENCES

Living and working with other people, in multicultural environments, in positions where communication is important and situations where teamwork is essential (for example culture and sports), etc.

ORGANISATIONAL SKILLS AND COMPETENCES

Coordination and administration of people, projects and budgets; at work, in voluntary work (for example culture and sports) and at home, etc.

TECHNICAL SKILLS AND COMPETENCES

With computers, specific kinds of equipment, machinery, etc.

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1996 - 2011

UNHCR

- PI Trainings (various) organized by UNHCR Headquarter's Media Unit
- Writing Effectively by "The Commonwealth of Learning" for UNHCR
- Planning Effective Meetings
- Prevention of Harassment, Sexual Harassment and Abuse of Authority
- Protection Induction Programme
- Security in the Field

October 1989 – February 1997

University of Sarajevo, Faculty of Political Science

Journalism

Diplomirani žurnalista

VII (4 years)

BHS

ENGLISH

Excellent

Excellent

Excellent

FRENCH

Basic

Basic

Basic

My working experience is mainly related to the international organizations and multicultural environment.

[Describe these competences and indicate where they were acquired.]

My education, experience in both administration and communications has strengthen my abilities to react quickly, to recognize priorities, to pay due attention to details and to analyze.

[Describe these competences and indicate where they were acquired.]

For more information go to
www.cedefop.eu.int/transparency/europa.eu.int/comm/education/index_en.html
eurescv-search.com/

**ARTISTIC SKILLS
AND COMPETENCES**
Music, writing, design, etc.

[Describe these competences and indicate where they were acquired.]

I am very fond of art and graphic design. I use "Publisher" application which helps me to produce materials (Newsletter, Info Sheet, brochures) in a short time. I successfully organized two photo exhibitions (idea, realization, visibility) for UNHCR and I am an author of publication "The Voyage of Discovery", collection of articles published about BiH as travel destination (idea, design, coordination), for the EU funded project "EU Tourism BH".

**OTHER SKILLS
AND COMPETENCES**
Competences not mentioned above.

[Describe these competences and indicate where they were acquired.]

DRIVING LICENCE(S)

NO

ADDITIONAL INFORMATION

[Include here any other information that may be relevant, for example contact persons, references, etc.]

ANNEXES

COPY OF UNIVERSITY DIPLOMA