

## Europass Curriculum Vitae



### Personal information

First name(s) / Surname(s) **Ratka Pemova**  
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E-mail ratka.pemova@go2invest.biz  
Nationality Macedonian  
Date of birth 13.09.1972  
Gender Female

### Desired employment / Occupational field

#### Marketing manager/ branding and communication specialist

##### 2012 – on-going

##### **Local PR and communication expert for the EU funded TACSO project (Technical Assistance for the Civil Society Organizations, part of the IPA funding)**

Design and implementation of PR campaign for the project in order to increase visibility within its target audience as well as the general public – press release development, media coordination, reporting. Coordination with local and national media, coordination with journalists that cover the CSO segment in the country, organizing PR corner in a daily newspaper and presence of the CSO's on radio, organizing interviews in printed and electronic media.

TACSO, 11 Oktomvri, Skopje

##### 2012 – ongoing

##### **Communication and visibility expert for the EU funded project “Modernization in the employment agency”**

Development and execution of a communication strategy and plan for the project. Communicating with different stakeholders of the Agency, defining objectives, writing strategy, implementing the plan, defining messages and communication tools, designing materials such as Newsletter and Intranet introduction. Focus on the internal communication within the Agency on its road of modernization towards becoming a member of the European Union. Under team leader supervision.

Arhidata, St. Naroden Front 5/1-12, 1000 Skopje

##### 2012 – on-going

##### **Communication and visibility expert for the EU funded project “Implementation management of the New Computerized transit system in the Macedonian customs”**

Development and execution of a communication strategy and plan for the project. Communication strategy development, implementing the plan, defining messages and communication tools, writing reports and presentations. Coordination with local and national media, developing and distribution of press release, PR development and organization, production of visibility materials and conducting events. Campaign execution. Under team leader supervision.

AAM Information management consulting ltd, Hungary

## Work experience 2012

### **Researcher “Evaluation of the activities of the Dutch embassy in the field of culture in Macedonia”**

Designing the research as a combination of quantitative and qualitative part, writing the questions, conducting and analysis. Above 700 questionnaires nationally and above 40 interviews with different stakeholders were done as part of the research. Analysis in SPSS.

Dutch embassy through the CSO Project Coordination Unit - CPU, Dame Gruev 5-4, 1000 Skopje

## 2011

### **Branding survey for the EU funded project TACSO**

The research is continuation of the previously conducted survey, in order to understand the perceptions of the stakeholders regarding the brand and the activities of the TACSO project. The survey is then used as a basis for future communication and activities planned in terms of raising awareness and increasing visibility of the project. Report available at: [http://tacso.org/doc/doc\\_branding2fyrom\\_en.pdf](http://tacso.org/doc/doc_branding2fyrom_en.pdf)

TACSO regional office, Potoklinica 16, Sarajevo, Bosnia and Herzegovina

### **Focus group moderating**

Conducting and preparation of FG on the subject of women entrepreneurship under the supervision of regional center for gender equity from Zagreb.

Association of Women entrepreneurs CSO, Skopje

### **Economic impact research for the cultural heritage investments - researcher**

Research activities for the World Bank project regarding the influence of the investments made in the past for the cultural heritage. The project included quantitative and qualitative as well as economic survey in order to understand the actual situation but also perception of visitors and local businesses.

World bank through the CSO Project Coordination Unit - CPU, Dame Gruev 5-4, 1000 Skopje

### **Branding strategist - KAM markets**

Development of communication and marketing strategy. Research through focus groups and development of promotional materials.

### **Caffetin TV campaign**

Development of the campaign for the pharmaceutical product Caffetin by Alkaloid.

Euro RSCG, Veljko Vlahovik 4/1-12, 1000 Skopje, Marketing agency

### **Marketing conceptualist - Reforms in public administration campaign**

Development of the government funded campaign for reforms in public administration. Concept developer and production supervision.

Tomato, Skupi 3, 1000 Skopje, video and audio production company

### **WTI Macedonia – marketing specialist**

Preparing of the press conference materials and coordination for the new mobile operator in Macedonia. Media coordination and communication strategy. Web site concept developer.

WTI Macedonia, Pirinska bb, 1000 Skopje, telecom operator

## 2010

### **Branding researcher – EU funded project TACSO, Branding survey**

For the IPA funded project TACSO (Technical Assistance for Civil Society Organization) as part of SIPU International, I have conducted a branding survey which consisted from qualitative and quantitative part. The survey included questionnaires for understanding the perceptions of above 200 CSO's as well as interviews with government, media and EU representatives. The report was done with analyzes of SPSS 15 and methodologies for in-depth research.

TACSO, under supervision of the Sarajevo regional offices, with cooperation of the Macedonian offices.

Report available at: <http://tacso.org/documents/reports/?id=2355>

TACSO regional office, Potoklinica 16, Sarajevo, Bosnia and Herzegovina

### **Marketing strategist - Stobi winery – marketing and communication strategy**

Development 5 years marketing strategy for Stobi winery, analyzing the market potential, conducting survey, developing communication strategy and proposal for wine tourism activities.

Zona, Marketing and software development company, Skopska 28, 1000 Skopje

Date	<b>2008 – 2009</b>
Occupation and position held	<b>Marketing Manager - Marketing for range of beverage products</b>
Main activities and responsibilities	Brand development for portfolio of products (Jaffa Fresh, Jaffa Nice tea, Jaffa 100% and Nectars, Jaffa GR8, Mia). Campaign development, including BTL activities, events and press conferences implementation. PR campaigns development and implementation. Web portal concept developer and information up-date. Brand development and activities coordination for export markets (Albania and Kosovo).
Name and address of the employer	Brand development for Swedmik, dairy producer. M&A Beverages, Beverages production company, Novoproektirana bb, 1000 Skopje
Type of business or sector	
	<b>2006 – 2008</b>
	<b>Managing Director</b>
	<b>Agency management</b>
	Day to day operational and strategic management of the company. Inc. full finance responsibility, client recruitment and relations, HR (inc staff training) and overall agency project supervision. Worked closely with key clients on corporate and brand strategies. Brand Engineers, Marketing agency, Ljubljanska bb, 1000 Skopje, R. of Macedonia
	<b>2006</b>
	<b>Senior account director</b>
	Brand and communications manager for: M&A Beverages, Nexcom, Roamfree, Cisco, IOM (International Organization for migration, anti-trafficking PA campaign), SEI (Sector for European Integration, materials preparation and production) Brand development and communication, campaigns development and execution, promotions, product development, event and sponsorship coordination, PR activities preparation, prize games development and coordination. Launching event of Cisco opening offices in Macedonia. Brand engineers, Marketing agency, Ljubljanska bb, 1000 Skopje
	<b>2002-2006</b>
	<b>Account director</b>
	Brand and Communications manager for: Mobimak (T-mobile), Alcatel, Mako market, PR/PA for Urban institute projects, USAID, OSCE (public awareness campaign), SEI (Sector for European Integration, materials preparation and production), DHL, National Tsunami – humanitarian fund raising event organization Preparing campaigns and communication strategies, ATL and BTL activities, adaptation of international campaign for the local market, as well as adaptation of locally developed campaigns for the region, branding development both for direct and indirect sale network, events concept development and organization, research organization and implementation of focus groups, sponsorships recommendations, organization and reports preparation, development and organization for clients' participation on Fairs. Indigo Ogilvy & Mather DOOEL Skopje, Marketing agency, Debarca 46, 1000 Skopje
	<b>1999-2002</b>
	<b>Account manager</b>
	Project management for: Mega disposables, Karelia Tobacco company, Papadopoulos, Meggle Warner & Lambert, La Festa, Kimberley Clarke, Public awareness campaign for water efficient water usage, financed by USAID, UNICEF (Baby friendly hospitals public awareness campaign; reintegration of children with special needs public awareness campaign), Macedonian stock market campaign (Financed by the Ministry of Economy) Managing projects on day to day level, preparing campaigns, communication and presentation to clients, audio and video production, BTL activities – planning and execution, creative brief development, media plan briefing and supervision, monitoring supervision, campaign analysis reports preparations. Participation in the UNICEF campaign for inclusion of children with special needs – Bate. Indigo Ogilvy & Mather DOOEL Skopje, Debarca 46, 1000 Skopje, R.of Macedonia Marketing agency

<b>Education</b>	<b>1991- 1999</b> <i>University Degree</i>																				
Title of qualification awarded	University of Architecture "Kiril and Metodij" Ba Architecture																				
Name and type of the organization providing education and training	Currently studying on the City College at the University of Sheffield, EMBA, sector marketing																				
	<b>2002-2005</b> Diplomas in; Marketing management, Strategic Planning, Communications Strategy Development, PR & PA Strategy development and implementation, market research.																				
<b>Personal skills and competences</b>																					
Mother tongue(s)	<b>Macedonian</b>																				
Other language(s)	<table border="1"> <thead> <tr> <th colspan="2">Understanding</th> <th colspan="2">Speaking</th> <th>Writing</th> </tr> <tr> <th>Listening</th> <th>Reading</th> <th>Spoken interaction</th> <th>Spoken production</th> <th></th> </tr> </thead> <tbody> <tr> <td>English</td> <td>C2</td> <td>C1</td> <td>C1</td> <td>C2</td> </tr> <tr> <td>Serb-Croatian</td> <td>C2</td> <td></td> <td>B1</td> <td>B2</td> </tr> </tbody> </table>	Understanding		Speaking		Writing	Listening	Reading	Spoken interaction	Spoken production		English	C2	C1	C1	C2	Serb-Croatian	C2		B1	B2
Understanding		Speaking		Writing																	
Listening	Reading	Spoken interaction	Spoken production																		
English	C2	C1	C1	C2																	
Serb-Croatian	C2		B1	B2																	
Self-assessment	<p>(*) <a href="#">Common European Framework of Reference for Languages</a>  <i>Note: I have passed the FCE exam with A as well as the English test substitute for Toefl certificate as part of the testing for the Sheffield University.</i></p>																				
Social skills and competences	Communication is at the core of what I do. This is important in understanding the target group as well as finding a solution on how to communicate to it.																				
Organisational skills and competences	I have organized numerous events, presentations, campaigns and research activities. I have created and supervised many campaigns amongst both commercial as well as public awareness ones.																				
Technical skills and competences	MS office (Word, Excel, Power point, Project professional, Internet explorer, Outlook)																				
Computer skills and competences	As a graduated architect I have broad knowledge of arts which helps me better understand communication related design.																				
Driving licence	B category																				
<b>Additional information</b>	<p>References:</p> <p>Mr. Anthony Gbadamosi, marketing and operational officer at WT1 Macedonia, 00 389 77 734 651  Ms. Mirjana Pehcevska Pop-Iliev, project officer at TACSO, 00 389 72 248 472  Mr. Aleksandre Rosa, team leader at the project "Further modernization of the Employment Service Agency" , 00 389 72 225 644  Ms.Valentina Disoska, general manager of Zona DOOEL, Skopje, 00 389 70 353 835  Ms.Sonja Nacevska, former operating manger at Brand engineers DOOEL, Skopje, 00 389 70 254 322</p>																				
<b>Annexes</b>	References enclosed, others available on request																				