

**EUROPEAN
CURRICULUM VITAE
FORMAT**

**JOB REFERENCE NUMBER****PERSONAL INFORMATION**

Name

SAMRA LUČKIN

Address

11, LOŽIONIČKA, 71 000, SARAJEVO, BOSNIA AND HERZEGOVINA

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luckins@boram.ba; samra.luckin@gmail.com

Nationality at birth

BiH

Present nationality

BiH

Date of birth [Day, month, year]

20/09/63

Place of birth

SARAJEVO

Sex

Male Female

Marital status

Single Married Widowed Divorced Separated **Dependants**

Name

Ajla Lučkin

Adnan Lučkin

Date of birth [Day, month, year]

16/12/87

04/05/95

Relationship

daughter

son

WORK EXPERIENCE

[Add separate entries for each relevant post occupied, starting with the most recent.]

• Dates (from – to)	Nov 2001
• Name and address of employer	BORAM: Samra Lučkin Sarajevo, BiH
• Type of business or sector	PR and communication
• Occupation or position held	Director/ Project Manager
• Main activities and responsibilities	Managing all aspects and communication activities of the PR/ advertising, production agency BORAM that also supports an informal network of radio stations. Manage over 90 staff full time and per contract, coordinated with local stakeholders and communities, managed and coordinated communication activities and communication protocols in support to EUD communication activities: EU Awareness I, EUD web site, newsletters, eNewsletters, PR events, conferences, EU brunches, Europe Day concerts, EU quizzes, EU TV debates, Europe weeks, EU thematic briefings, Parliament for Europe, Run for Europe, IPA cross border projects, TV footages and stories on EU issues, print publications and editorials on EU (education, minorities SMEs, cross border cooperation, IPA, institutional capacity building, public administration reform, RTD programmes, human rights etc). Performed overall coordination and was responsible for timely implementation and quality assurance of EUD communication activities including communication strategies, TV radio and print production on EU, events with journalists and round tables, public, sport competitions. Was in charge and successfully accomplished financial and technical management of EU web site and Newsletter I and II (2009- 2010 and 2010- 2011 as KE1), EUA I, EU News and Shared Programming, EUPM (Police Accountability and 122), EUFOR Branding Campaign, EUSR Parliament for Europe, NATO promotional campaign and related events, Anti terrorism campaign for US Ministry of Defense, OSCE, OHR, UNDP, UNICEF, IOM, BBI Bank, UNHCR, the US Embassy, Dutch Embassy, TEPD, BBC, H. La Roche, German Institute for Cultural Relations- Ifa, Federation Ministry of Health, FBiH Ministry of Interior. Worked on purchase of media time, media buying and planning, media market analysis, monitoring, tactical planning, projections, as well as on public relation strategy and development of communication plans. Developed PR strategy for Directorate for European integration, draft PR strategy for the EU Delegation in BiH. Acted as Executive Producer for documentary and commercial TV, video production., work with media on media coverage etc.

• Dates (from – to)	17 October 2012 17 October 2013
• Name and address of employer	EU Delegation to BiH Zora Stanić Zora.STANIC@eeas.europa.eu Andy McGuffie andy.mcguffie@ext.eeas.europa.eu Dominika Skubida Dominika.SKUBIDA@eeas.europa.eu Sarajevo, BiH
• Type of business or sector	Awareness raising/ event management
• Occupation or position held	Team Leader
• Main activities and responsibilities	Managed, supervised and successfully implemented project EU Competition and Promotional material that included: Roma Day, Europe Day events (VIP event, Sarajevo for more than 600 persons, Brčko City Square event with theatre play, Rock concert in Banja Luka at the Kastel premises, Run to Europe. Organised and coordinated 10 quiz competitions for primary and high schools on EU, 6 workshops with young activists on EU integration issues, a debate between

	parliamentarians and students in Banja Luka. Organised and coordinated EU Enlargement Week in shopping malls with hundreds children and participants. Arranged media and PR support, TV shootings and production of short movies on the events. Coordinated with local communities, cooperated between large groups of people and stakeholders, cooperated with media on media coverage
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• Dates (from – to)	February March 2013
• Name and address of employer	EU Support to the area of Law Enforcement gyula.radi@icmpd-bih.org EU Awareness Programme II Jesenka Hadžajlija , DEI Jesenka.Hadzajlija@dei.gov.ba Sarajevo, BiH
• Type of business or sector	Awareness raising on law enforcement
• Occupation or position held	Senior STE Communication Expert
• Main activities and responsibilities	Prepare training material and conduct the training sessions for the prosecutors and law enforcement agencies on their communication with media and public during criminal investigations

• Dates (from – to)	Apr 2011 July 2012
• Name and address of employer	EU Awareness Programme II Jesenka Hadžajlija , DEI Jesenka.Hadzajlija@dei.gov.ba <i>Tajan Park of Nature</i> Sarajevo, BiH
• Type of business or sector	Awareness raising
• Occupation or position held	Promotion Expert Trainer <i>Team Leader</i>
• Main activities and responsibilities	As a non key expert, worked on media strategy and coverage as well as on event protocols and media campaign. Prepared communication plan for field activities, identifying potential problems obstacles and opportunities, develop promotional strategy. Moderate events and conferences. Prepared labour division plan, defined the names, produced scenarios, identifying location. Arranged coffee with EU officials in Ljubuški. <i>Worked on promotion of Tajan Nature Park, its capacities and beauties and on attraction of tourists.</i>

• Dates (from – to)	February 2012 - June 2012 January 2013 - June 2013
• Name and address of employer	EU Special Representative Parliament for Europe/ EUSR

	Jasna.JELISIC@ext.eeas.europa.eu
	Sarajevo, Zagreb , Brussels
• Type of business or sector	Awareness raising / event management
• Occupation or position held	Team Leader
	Team Leader approved by the addendum No 1, ref: 003/06/13/TI/RS
• Main activities and responsibilities	During the two contracts Parliament for Europe for EUSR, performed the role of Team Leader and was the overall responsible person for staff management and contract delivery; managed and coordinated the production of the content related to the preparatory work, coordinated field activities and cooperated with parliamentarians required including materials preparation, coordinated the speakers, ran the session on the day and provided professional moderation of the discussion itself. Project had 5 sessions, 3 of which were held in Sarajevo and 2 abroad - in Zagreb and Brussels). Followed up with media on media coverage , moderated the 3 one-day sessions of the Project that were held in Sarajevo. Managed the event interaction with the subject matter and to ensure a manner and depth of discourse that is compatible with the objectives of the Project. The moderation, amongst other things, introduced the programme, explained the session and project objectives, set the background context, introduced EUSR and other main guests/panelists, introduced the participants (BiH MPs from the state, entity and Brcko District Parliaments) with the main issues that were discussed, engendered, lead and animated the discussion and delivered the final conclusions.

• Dates (from – to)	Nov- 2010 Nov- 2011
• Name and address of employer	1. EU Delegation to BiH , Newsletter, Web site and Publication 2010 , Delegation of the European Union to BiH,, Zora Stanić , Press and Information Office, Zora.STANIC@eeas.europa.eu 2. UNDP, Renata Radeka Renata.Radeka@undp.org Sarajevo, BiH
• Type of business or sector	Awareness raising
• Occupation or position held	1. KE 1- PR/ Communication Specialist – Leader of the team 2. Executive Producer for UNDP Cultural Programme MDGF movie 3. Executive Producer for UNDP Transitional Justice 4. Spots
• Main activities and responsibilities	1. Supervised the team of 3 key experts and pool of support staff, for drafting communication plan, for overall coordination, technical and financial management and implementation and quality assurance of the project. Responsible for the smooth running of the web page, organisation of the EU thematic briefings for journalists , and timely preparation and publishing of all promotional material. In charge of organisation, financial management and the main contact for EUD. Responsible of awareness raising on implementation of Multicultural development Programme in BiH, organised thematic briefings for journalists on science and development programmes in the region, managed media campaign and coverage and promotion of education, science programmes FP 7, Erasmus Mundus. Tempus etc.. 2. Responsible for development of project creative and production concept, promotional production of UNDP Multicultural development Programme in BiH's. Acted as Executive producer. 3. Acted as Executive producer for UNDP Transitional Justice TV spots. Supervised production and Project concet development.

• Dates (from – to)	April 2009- October 2010
• Name and address of employer	NATO

	Derek Chappel derek.chappel@nhqsa.nato.int BiH
• Type of business or sector	Awareness raising / event management
• Occupation or position held	<i>Contract Manager / Trainer</i>
• Main activities and responsibilities	Created and managed communication strategy and work plan that increase visibility of the Euro-Atlantic integrations and NATO policies regarding BiH, explain to a BiH public a conditional BiH membership in MAP and increase awareness about the NATO in general in BiH. Managed TOA event with more than 800 VIP participants at the BiH Parliament , technically and financially implementation and quality assurance of the media campaign and conducted various PR events like journalists' brunches, public forums, and round tables in all parts of BiH . Organised media coverage; produced TV and radio stories and video clips, print articles, organised radio bridges and TV programs . Managed staff and resources for implementation of NATO PR campaign. Develop visibility material and launch NATO PR campaign.

• Dates (from – to)	<i>January 2010- May 2011</i>
• Name and address of employer	EU/ Directorate for European Integration- CBC/ EUCORIN Geo Abbink , Team Leader BiH
• Type of business or sector	Awareness raising / event management
• Occupation or position held	<i>PR Expert STE/ Trainer</i>
• Main activities and responsibilities	Developed a work plan and a budget for the implementation of the awareness raising activities based on the Concept Paper to support to EUCORIN II and the DEI CBC Department to decide on the themes, broad content and main features to be covered by the information carrier. Produced and created newsletters, bulletins, brochures, and briefing kits, revise and updated CBC DEI website www.dei.gov.ba . Advise EUCORIN II and the CBC Department on the organisation of the drafting of articles and content of information bulletins, updated web-site (incl. outsourcing, training of department staff). In charge for communication activities , production of PR products design of material, video production, web site updates and other branding activities.

• Dates (from – to)	<i>Nov 2009- May 2010</i>
• Name and address of employer	<i>Delegation of the European Commission (now EUD) to BiH,, Zora Stanić, Press and Information Office,</i> Zora.STANIC@eeas.europa.eu <i>BiH</i>
• Type of business or sector	TV production and awareness raising
• Occupation or position held	<i>Contract Manager / Media Expert</i>
• Main activities and responsibilities	On behalf of BORAM managed contract "Video sharing service" on the EC Delegation BiH web site. The work included organisation of coverage of EC events, shooting editing and uploading material on www.europa.ba for preview and download in professional broadcast format . Coordinate with Delegation Press Office on schedule of activities and was responsible for content management. Promote all relevant EU programmes via link.

• Dates (from – to)	<i>April 2009- April 2010</i>
• Name and address of employer	<i>Delegation of the European Commission (now EUD) to BiH, Zora Stanić, Press and Information Office,</i> Zora.STANIC@eeas.europa.eu <i>BiH</i>
• Type of business or sector	Online media and awareness raising
• Occupation or position held	<i>Contract Manager</i>
• Main activities and responsibilities	1. On behalf of BORAM managed activities, staff, resources and activities for the contract "EU Web site and Newsletter". Supervised pool of experts, coordinated and organised

	<p>production, print and distribution of EU Newsletters. As BORAM manager, supervised coverage of EU related events, updating of photo database, news upload, printing of the EU brochures, as well as collected, drafted and revised of articles and inputs for web Chapter EU Assistance to BiH at www.europa.ba that included RTD programmes for BiH.</p> <p>2. On behalf of BORAM supervised, coordinated and organised (including media coverage) EU thematic weeks, i.e. 4 events; Say yes for Youth, Round table -Why Bologna process is so important (presentation at the universities in 4 cities), organise round tables on EU RTD programmes, International Human Rights Day and Internet Technology Fair in Economy Faculty Sarajevo</p>
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• Dates (from – to)	Jan 2009- Feb. 2010
• Name and address of employer	Federation Ministry of Health/ World Bank Goran Ćerkez, Deputy Minister of Health goran.cerkez@fmoh.gov.ba BiH
• Type of business or sector	Awareness raising / event management
• Occupation or position held	PR Expert/ Trainer in Health Sector Enhancement Project
• Main activities and responsibilities	In charge of overall coordination, financial and technical management of the HSEP project. In terms of content managed communication activities related to: production of newsletters, TV programs, print publications, and conduct of media campaigns, radio bridges, event management, round tables, press conferences, PR trainings for FMZ staff. Organised and conduct activities raising awareness on health reforms, health promotion, throughout BiH. Defined the tasks of all the experts involved in the project and was responsible for the quality of the output of each expert. Responsible for the management of the budget with Advisory Board provided the overall strategic communications advice to the client. Formulated the main strategy paper and articulated a corresponding annual work plan.

• Dates (from – to)	Jan 2007- Jan 2009
• Name and address of employer	European Commission Dženita Polić, Task Manager , Dzenita.POLIC@eeas.europa.eu , Zora.STANIC@eeas.europa.eu Jesenska Hadžajlija; Head of DEI Promotion Department, Jesenska.Hadzajlija@dei.gov.ba Media Centre Sarajevo, boro@media.ba BiH
• Type of business or sector	Awareness raising / event management
• Occupation or position held	Team Leader, “EU Awareness I for BiH” (approved by the Addendum No 1, 14/08/07
• Main activities and responsibilities	Selected as a PR LTE with additional responsibility of Team Leader. Was responsible for the project management ; provided the overall strategic communications plan and advices to the DEI and ECD now EUD. Contributed to development of project communication strategy papers for both EUD and DEI and articulated a corresponding annual work plan; focused on the media aspects of the work to be performed under the contract, identified the best key messages and their relevance to the targeted audiences, ensured the selection of adequate communication channels to reach the targeted audiences. Worked on a monitoring component and measure the impact of all activities undertaken; was responsible for all the media relations aspects of the project. Supervised all the TV production aspects of the EU Awareness campaign (programs Euroimpuls, I ja BiH u Evropu etc on local and national broadcasters . Ensured the material produced would effectively be broadcast by the partner TV channels, in relevant programmes and formats in order to reach important audiences; acted as an Executive Producer of TV debates with top level officials from EU and BiH. Organise and produce TV quizzes “Kako u Evropu” that was evaluated as best program promoting European integrations in South East Europe. Was in charge of the relations with print media to ensure sustained coverage of the EU integration process programmes like FP 7, SMEs,

	RTD programs, etc through story alerts and good background material as well as press inserts. Organised media training sessions and define their contents, acted as presenter at the PR trainings, organised brunches for journalists, meeting with editors. Manage organisation of 9 May events on behalf of the Project including programs and concerts in the Parliament and live TV program. Organised of 21 round tables (signing Declaration of European Future) and forums throughout the country.
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• Dates (from – to)	Jan 2001-Dec 2003 Mar 2007 Aug 2009 Sept 2010
• Name and address of employer	EC and OSCE Kosovo, Cees van Zweeden, cvzweeden@hotmail.com World Bank, Sladana Cosić , scosic1@worldbank.org . M.Centre, Boro Kontić , boro@media.ba Jesenska Hadžajlija, DEI Bosnia and Herzegovina, Kosovo
• Type of business or sector	Awareness raising/ training
• Occupation or position held	PR Trainer <i>Media Expert</i>
• Main activities and responsibilities	Trainer on media networking, PR Trainer for local governments in Republika Srpska, Trainer on increasing citizens participation in local governments PR Trainer in Media Centre, organize and conduct training for representatives of Election Commissions for Media Centre/ PR Training for Election Officials for Media Centre. Trainer , Training for journalists and editors on European Integrations

• Dates (from – to)	Jan 1997 – Dec 2009
• Name and address of employer	Oliver Vujović; Secretary General SEEMO, vujovic@seemo.org Derek Chappel, NATO Derek.Chappell@bihdr.nato.int
• Type of business or sector	Awareness raising / event management
• Occupation or position held	Event/Conference Manager
• Main activities and responsibilities	Organised 4 years in a row EUROPE WEEK throughout BiH. Involve stakeholders, EU centers, other participants EUD/ EUSR, DEI officials. Ensure media coverage, protocols; smooth running of programs and implementation of all kind of events (sport, round tables, conferences etc). Organised BiH journalists conference, SEEMO Conference, Vienna-Sarajevo City Conference, USNIC Conference, Association of Elected Officials Conference, UNDP Annual Conference, Our Town Our Future / EU, Women in Business vs. Women Illiteracy/ Ifa German Institute for Cultural Relations (regional conference), EU events: NATO Transfer of Authority and Charity events, Women in Media regional conference, City hall forums for NATO, Sarajevo Investment conference for Sarajevo Canton

• Dates (from – to)	May 2005- Aug 2007
• Name and address of employer	Ifa and NPA, Mads Almaas mads.henrik.almaas@nrc.no <i>BiH, Hungary, Moldova, SCG Romania, Cro</i>
• Type of business or sector	TV production
• Occupation or position held	<i>Trainer/ Project Manager and Executive Producer on women issue movies</i>
• Main activities and responsibilities	Conducted Media Business Training for journalists and editors from Serbia and Montenegro. Executive Producer for NPA funded- serial “Women in Business vs disadvantaged position of women”. 4-episode TV documentary on women in Albania, BiH, Croatia, SCG and Romania. Executive Producer 7-episode TV documentary “Women in Trafficking” “Women in Business”, “Women at the Crossroads” that portrayed and research women issues throughout the SEE. All three serials were broadcasted on 22 TV stations in SEE.

• Dates (from – to)	May 2005- Dec 2005
• Name and address of employer	EC/ BBC/ CDRSEE/ BORAM Corrina Aetopoulos, CDRSEE Director of program

	corinna@cdsee.org Bosnia and Herzegovina
• Type of business or sector	Awareness raising / event management
• Occupation or position held	Project Manager / Trainer
• Main activities and responsibilities	Managed the project: "Our Town Our Future" on behalf of BORAM. Worked on development and implementation of Baseline survey for the Project. Acted as chief organizer on behalf of BORAM for radio drama production. Organized focus groups testing of final products. Organized major conference for more than 200 representatives of local authorities in Neum including agenda compilation, transportation, lodging, invitations and program management.

• Dates (from – to)	April 2004- Mar 2006
• Name and address of employer	European Commission Yvonne KAPELLA Yvonne.KAPELLA@ec.europa.eu Belgium, Bosnia and Herzegovina
• Type of business or sector	TV production
• Occupation or position held	Executive Producer and Head of Project
• Main activities and responsibilities	"Women in Media" - Promoted role of women journalists employed in local media. Organised regional conference in Sarajevo and developed and filmed one documentary that will focus on the coverage of women issues in media in South East Europe, in order to support strengthening the watchdog capacities within the NGOs in terms of protection of free press.

• Dates (from – to)	July- Aug 2001 Dec 2003 Mar 2005
• Name and address of employer	OPA Sanja Pejčinović, Office of Public Affairs, PejcinovicS@state.gov Bosnia and Herzegovina
• Type of business or sector	TV production
• Occupation or position held	Executive Producer, Chief of the Project, PR Trainer
• Main activities and responsibilities	"Business Reporting in Support of Democracy's Values" – Supervised and conducted journalists' trainings included research on Internet, interviews with BiH editors and journalists who cover business issues. Acted as Chief of the project "Freedom is About Awareness" - developed educational video material for both citizens and journalists, in order to support strengthening the watchdog capacities within the NGOs in terms of protection of free press. Promoted active dialogue and exchange of experiences between three very important groups for implementation of laws promoting free media: journalists, public/ NGOs and judiciary. Conducted PR Training for youth association from the SEE

• Dates (from – to)	Nov 2001 Nov 2002
• Name and address of employer	ECD Frane Maroević, ECD, Spokesperson Frane.Maroevic@eursrbih.eu Bosnia and Herzegovina
• Type of business or sector	Radio production
• Occupation or position held	Project Manager
• Main activities and responsibilities	"EU Shared News and Information Programming" (EU). On behalf of BORAM managed and implemented project of shared news named "Infozone" that was produced in BORAM and aired simultaneously on 24 radio stations three times a day in a prime time. Worked on coordination with 24 radio stations, performed technical and programming supervision as well as promotion of the project outcomes. Gathered a team of journalists, editors and technicians to work out the format of future shared news program, preparing pilot programs and working out the implementation of technical aspects of the news exchange.

• Dates (from – to)	Feb/ 1997-Oct/ 2001
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• Name and address of employer	OSCE: Dieter Woltman , Ambassador, Deputy Head of Mission , Henriette Schroeder , Deputy Head of Media Department, h.schroeder@previewproduction.com Media Centre Sarajevo boro@media.ba , Sarajevo
• Type of business or sector	Training
• Occupation or position held	PA; Media Officer, Senior Media Officer, <i>PR Trainer</i>
• Main activities and responsibilities	Supervised and implemented Good Governance Project- media and PR education of spokespersons (BiH State and Entity governments) - project aiming at PR/media capacity building in local government. The efforts focused on PR training of government officials as well as on follow-up work with governments. Was in charge for development of press and public information skills among elected officials and/or civil servants and thereby contribute to transparency in BiH government. Implemented media programs like BiH Journalists Seminars, Anti-corruption Training for Journalists; Election Training for Journalists, FreeMedia help Line for Journalists; Police/ Media Guidelines; Research of status of journalists' rights in BiH. Work on development of Freedom of Access of Information and Defamation Law Support and work on programs that foster media professionalism: Worked on BiH Press Code Establishment of the BiH Press Council. Acted as Executive Producer of the first Presidential Debates. PR trainings for local governments, local gender orientated communities and NGOs

• Dates (from – to)	<i>Feb/1986-Feb/1992</i>
• Name and address of employer	<i>Yomiuri Shimbun, H.Igarashi, hiroiga@piano.ocn.ne.jp CNN, ARD, El Periodico, Omladinski radio, Oslobodenje, Boro Kontić, E. Chief, Sarajevo</i>
• Type of business or sector	Journalism
• Occupation or position held	<i>Translator, Office Manager Journalist</i>
• Main activities and responsibilities	Managing the office and staff. Worked as an interpreter, stringer, and producer. Acted as Editor in Chief of newspapers in Novi Grad

EDUCATION AND TRAINING

[Add separate entries for each relevant course you have completed, starting with the most recent.]

• Dates (from – to)	<i>1982 – 1986</i>
• Name and type of organization providing education and training	<i>University of Sarajevo, Faculty of Political Science, Journalism BiH</i>
• Principal subjects/occupational skills covered	Journalism, PR
• Title of qualification awarded	Graduated journalist
• Level in national classification (if appropriate)	

• Dates (from – to)	2002, BBC
• Name and type of organization providing education and training	<i>Consultancy PR School, London</i>
• Principal subjects/occupational skills covered	Consulting
• Title of qualification awarded	<i>Diploma on Consultancy Skills</i>
• Level in national classification (if appropriate)	

• Dates (from – to)	2003
• Name and type of organization providing education and training	<i>PR School of Centre for Strategy /Com. London Professional Development Program, US Department of State</i>
• Principal subjects/occupational skills covered	Public relations

• Title of qualification awarded	<i>Diploma, PR Professional</i>
• Level in national classification (if appropriate)	

• Dates (from – to)	2004
• Name and type of organization providing education and training	<i>Professional Development Program, US Department of State/</i>
• Principal subjects/occupational skills covered	Media representation
• Title of qualification awarded	Diploma, Programme for Reporters, Editors, Media managers
• Level in national classification (if appropriate)	

• Dates (from – to)	2004
• Name and type of organization providing education and training	USAID- United States Agency for International Development
• Principal subjects/occupational skills covered	<i>Radio business</i>
• Title of qualification awarded	Diploma on radio as a business
• 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	BiH
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OTHER LANGUAGES	[Indicate level: excellent, good, basic.]
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[Specify language]	English				
• Reading skills	Excellent				
• Writing skills	Excellent				
• Verbal skills	Excellent				

SOCIAL SKILLS AND COMPETENCES <i>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.</i>	<p>[Describe these competences and indicate where they were acquired.]</p> <p>Worked in partnership and multinational teams in areas of: contract and project management, public relations and event management, media and promotion, journalism; media/ new media, culture, promotion of journalistic rights and freedoms; advertising; media monitoring; media analysis, political parties and governments; international organisations and NGOs.</p> <p>President, IAA BiH- International Advertising/Media and PR Association for BiH; Representative of BiH in South East Europe Media Organisation; former Chairwoman, Stability Pact Media Working Group for BiH, member, Board of Directors ABC (Media Research Association), Member Board of Directors Balkan Youth Foundation , Director of the SECEPRO (South East Central Europe PR Organisation comprising 30 countries in SEE and central Europe)</p>
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ORGANISATIONAL SKILLS AND COMPETENCES	<p>[Describe these competences and indicate where they were acquired.]</p> <p>A total of 25 years in different organisations in area of project management, team coordination, supervision and coordination of teams, PR, media, communications, journalism,</p>
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<p><i>Coordination and administration of people, projects and budgets; at work, in voluntary work (for example culture and sports) and at home, etc.</i></p>	<p>and advertising. More than 15 years of professional experience in event management and organisation, coordination with local stakeholders, coordination with EU family members, TV and radio production, trainings, technical financial management, quality assurance and backstopping, project conduct, overall coordination, creation and implementation of major PR and communication activities, public information campaigns, assistance in creation of advertising strategies, in organisation of numerous PR events, capacity building of different stakeholders, in preparing press releases, newsletters, websites and in development of relations with the media. Currently handling different PR portfolios for international and local clients.</p>
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<p>TECHNICAL SKILLS AND COMPETENCES <i>With computers, specific kinds of equipment, machinery, etc.</i></p>	<p>[Describe these competences and indicate where they were acquired.] Word, Excel, Power Point, Outlook, Access (Computer literate), Trainer in PR</p>
<p>ARTISTIC SKILLS AND COMPETENCES <i>Music, writing, design, etc.</i></p>	<p>[Describe these competences and indicate where they were acquired.] Scenario writer for events; Executive producer of documentary serials "Women in trafficking", "Women in business", documentary serials and TV spots on EU integration processes</p>

<p>OTHER SKILLS AND COMPETENCES <i>Competences not mentioned above.</i></p>	<p>[Describe these competences and indicate where they were acquired.]</p>
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<p>DRIVING LICENCE(S)</p>	<p>YES</p>
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<p>ADDITIONAL INFORMATION</p>	<p>[Include here any other information that may be relevant, for example contact persons, references, etc.]</p> <p>Andy McGuffie, Head of communication/ spokesperson EU Delegation to BiH/ EUSR andy.mcguffie@ext.eeas.europa.eu</p> <p>Dženita Polić, EU Delegation to BiH Task Manager , Dzenita.POLIC@eeas.europa.eu Zora Stanić Deputy Spokesperson , Zora.STANIC@eeas.europa.eu, Jesenka Hadžajlija; Head of DEI Promotion Department , Jesenka.Hadzajlija@dei.gov.ba Boro kantić, director, Media Centre Sarajevo, boro@media.ba</p>
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<p>ANNEXES</p>	<p>[List any attached annexes.]</p>
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