



Who am I

- A communications and marketing professional who is a visual thinker and creative problem solver.
- Energetic and purpose-driven content creator with a strong background in marketing and design, consistently developing engaging visuals and campaigns that drive results.
- Experienced in branding, campaign development, communications strategy, digital content leadership, and quality control.
- Data-driven communicator skilled in gathering feedback, visualizing insights, and iterating for continuous improvement.
- Have a clear understanding of creative and communications processes in organizations.
- High respect for the visibility regulations, approval process, timeframes, and budgets.
- Work well in teams, and can lead and facilitate creative processes individually.



Experience

- 15+ years of experience in the field, but not overwhelmed by it, just wise enough to know that every organization and assignment is unique.
- Experienced in creating for large corporations and organizations with strict visibility procedures, as well as for startups and smaller organizations where we created the first visual steps together.



Skills

- Creative, hardworking, fast-thinking, and detail-oriented, with a great passion for marketing and communication
- Skilled in branding, graphic, and visual design
- Skilled in campaign creation, promotion, and digital marketing
- Digital property maintenance, digital strategy, and asset management
- Web and newsletter design, managing, editing, and creating website content
- Data analysis and reporting, strategy decisions informed by analytics
- Excellent written, oral, and interpersonal communication skills
- Event planning and coordination
- Strong understanding of gathering ideas into an understandable concept
- Strong listening and analytical skills



Language

Written & Oral

- English language
- SE European languages

Design Language

- Proven experience in multi-language design.
- Experience in designing options in English, German, French, Italian, and Dutch language by working with multinational companies, and organizations.
- Design in a different language of the UASC zone by working with organizations dealing with migrants and people on the move.
- Design in SE European languages



Education

Art, Design, and Marketing

- Academy of Fine Arts Sarajevo, Bosnia and Herzegovina, Painting, Art and Product Design 2002-2006
- Postgraduate studies Marketing at The School of Economics and Business in Sarajevo, Bosnia and Herzegovina, Marketing 2007



Software

Early adopter of new technologies

- Adobe Creative Cloud, Photoshop, Illustrator, InDesign, XD, Dreamweaver, After Effects, Adobe Animate, as well as other related design and collaborative software
- Experienced with different web-based design and layout apps Figma, Canva...
- HTML, CSS, WordPress, CommonSpot, and other CMS
- MailChimp, Salesforce, Emma, Marigold Events, Handshake
- MS Office, Qualtrics, GA4, Siteimprove
- Easily adaptable to any design software or app



Certificated

- How to use DALL•E 2 to edit and create images, Issued by Udemy, 2023
- Midjourney Mastery: Create Visually Stunning AI Art, Issued by Udemy, 2022
- DALL•E Mastery: Create Impressive AI Art, Issued by Udemy, 2022
- Enterprise Design Thinking Practitioner, Issued by IBM, 2022
- Enterprise Design Thinking - Team Essentials for AI, Issued by IBM, 2022
- A complete introduction to Adobe After Effects, Issued by Academy387, 2019
- Programming in HTML5 with JavaScript and CSS3, Issued by Microsoft Education, 2016
- User Experience Design Course, Issued by Academy387, 2015



Others about me

By clicking on the title below, you can see some of the recommendations

- ILO Office for Central and Eastern Europe
- Save the Children in North West Balkans
- Pawsome Living LLC - Brooklyn, NY, USA
- dealSoft GmbH - Frankfurt/Main, Germany
- Geisler Kommunikationsberatung GmbH - Frankfurt/Main, Germany



Work experience

8/2023 – Present Responsibilities

- Assistant Director, Marketing & Communications – American University Career Center, Washington DC · Hybrid**
- Manage marketing, communications, creative office functions, and Federal Work-Study (FWS) teams.
 - Collaborate with senior leadership to develop and implement strategic marketing initiatives, redevelop key assets, and ensure a consistent brand image.
 - Create and oversee print and digital campaigns, develop media and web content, promote events, success stories, and execute creative strategies across a wide range of activities designed to enhance visibility, build resources, and strengthen community engagement.
 - Analyze and present performance results, using data insights to inform purposeful solutions and drive active engagement.

Some of the Results and Main Activities

Brand Development and Social Media Engagement

- Led branding and visual strategy efforts, developing a centralized visual hub aligned with the organization's current design standards.
- Media plan creation and production across several digital channels.
- Visual design and visually guided storytelling.
- Video production processes, including scriptwriting, storyboard creation, site, and set production, video editing, and the approval process.
- Conducting a scripted three-camera video podcast series, along with pre- and post-production tasks.
- Created and published over 500 visual posts and doubled that in stories on social media every year. Achieved an average reach of over 180K accounts every 90 days, with an average of 3–5K views per post.
- Increased Instagram followers by more than 300 in the spring semester alone (organic growth), marking a total increase over 25% compared to the previous year.
- Utilized LinkedIn for office-related posts, resulting in a doubled annual increase in engagement.

Events and Job and Internship Fairs

- Set attendance records for both Fall and Spring Job and Internship Fairs through extensive digital marketing campaigns.

Newsletter Rebranding and Engagement

- Rebranded the Monday newsletter to TheWeekly, achieving an average open rate of 30%.
- Producing 150+ targeted email campaigns a year to drive career and experiential learning engagement across students and alumni, highlighting events, resources, internships, success stories, and career initiatives.

Website Updates and Diversity Initiatives

- Actively conducted website style updates and developed new career resources.
- Redesigned page content and visual hierarchy based on student panel feedback, improving clarity across content, color, and information flow.
- Prepared the site for migration to a new CMS by leading the archiving and content cleanup process.
- Designed and promoted inclusive career resources serving diverse student and alumni communities.

Lead the Marketing & Communications Committee fostering collaboration between office departments, promoting joint messages, and planning future activities.

11/2015 – 8/2023 Responsibilities

Creative Director – BANS | Creative Advertising Lab · Remote

- Responsible for all design and creative operations, communication with clients, and overall work production.
- From the start of the assignment with pitch meetings, to design proposals and presentations, correction and adaptations process, up to the final solution.
- Maintaining the standards of creative excellence, fast response, and on-time delivery.

Some of the Clients and Main Activities

ILO Office for Central and Eastern Europe – Sarajevo, B&H, and Budapest, Hungary offices:

- Different project reports and promotional materials design, project branding materials, workshop materials, participants kits, and venue branding.

Save the Children in North West Balkans – SE Europe offices:

- Project logos and visualizations and design, project promotion materials design, booklets, posters, reports, newsletters, digital resources, icons, conference and workshop design materials, participant kits, venue branding, and education illustrated materials. Different SE Europe regional projects in cooperation with USAID, UNICEF, European Commission, and many other high-level organizations.

WeylChem International GmbH – Frankfurt/Main, Germany EMEA region headquarter:

- Visual and graphic design for different chemical plants in different languages. Trades fair materials and promotion,
- corporate magazines, corporate newsletters, meeting web app design, corporate events materials, invitation design and management, branding, digital resources, static and dynamic banners, and product promotional materials design.

WeylChem US Inc. – Elgin, SC, USA:

- Promotional materials design, corporate magazine, corporate newsletter, product sheets design, chemical plant promotional banners, trade fair promotional materials.

Pawsome Living LLC – Brooklyn, NY, USA:

- Fegnon product packaging design, product promotion, posters, banners, flyers, different trade fair appearances and materials, UI & UX, webshop.

dealSoft GmbH – Frankfurt/Main, Germany:

- Logo redesign, branding and corporate materials, style guide, UI, web, digital resources, graphic and visual design on different promotional materials, illustrations, animations, and videos.

meinpflegedienst.com – Frankfurt/Main, Germany:

- Logo redesign, branding and corporate materials, style guide, app icons, UI, web, newsletters, digital resources, graphic and visual design on different promotional materials, fair booth design, and materials.

KMG Advisory GmbH & Co. KG – Frankfurt/Main, Germany:

- Logo redesign, branding and corporate materials, style guide, infographics, digital banners, and resources.

Geisler Kommunikationsberatung GmbH – Frankfurt/Main, Germany:

- Logo design, corporate sheets, visual design.

North American MgO LLC – North Aurora, IL, USA:

- User experience, user interface, and web WordPress development.

E&S Swiss Consulting GmbH, Wilen bei Wollerau, Switzerland:

- Logo design, corporate sheets, visual design.



Work experience

1/2010 – 11/2015 Responsibilities

Creative Director – Mašta Agency, Sarajevo, BH –SEE · On-Site

- Creative and operational Agency leadership, team management
- Promoting successful stories, branding, and advertising projects, organizing promotional events, conferences, and grantmakers' gatherings.
- Responsible for design and creative directions, communicating and facilitating creative ideas, creating schedules, monitoring workflows, budget activities, quality control, and reporting the results.

Some of the Results and Main Activities

Mozaik Foundation – Sarajevo, B&H:

- Branding and promoting projects through print, digital, and events, funded by: USAID, European Union, Charles Stewart Mott Foundation, and many other high-level organizations.

European Foundation Centre – Bruxelles, Belgium:

- EFC AGA and Conference in Sarajevo 2014, 500 participants – full on-field organizations, branding, conference-kits, conference app, venues, social events, sightseeing.
- EFC Grantmakers East Forum – annual gatherings for five years in a row – conference branding, conference kits, promotional materials, venue branding.

U.S. Embassy Sarajevo – Sarajevo, B&H:

- U.S. Embassy Sarajevo – Sarajevo, B&H: Small Grants projects – branding and design, promotion, gathering events, and fair display in different cities.

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH:

- Regional conference Vienna, Austria – branding, design, promotion, venue, and hospitality.
- Energy Efficiency Conference Sarajevo, B&H – branding, design, promotion, venue decoration.

World Vision Bosnia and Herzegovina:

- 20-Anniversary event – branding, design, organization.

CRS – Catholic Relief Services Bosnia and Herzegovina:

- 20-Anniversary event – branding, design, organization.

Microsoft Bosnia and Herzegovina:

- Different corporate events – branding, design, organization.

Weishaupt Bosnia and Herzegovina:

- Different corporate events – branding, design, organization.

1/2009 – 1/2010 Responsibilities

Visual Manager and Designer – Mozaik Foundation, Sarajevo, BH –SEE · On-Site

- Responsible for branding, visualization, and graphic and web design for the Foundation's active and upcoming project activities.
- Focused project promotion and project brand development.
- Monitoring field visits and photo sessions to ensure quality photos for reports and promotional materials, capturing success stories and project results.

Main Activities

- Logo design, Branding, graphic design, visual design, and promotion of different projects from five program areas: Active Communities, Cultural Heritage, Youth, Inclusion/Social Justice, and Corporate Social Responsibility.

3/2008 – 1/2009 Responsibilities

Graphic Designer – Mercator BH, Sarajevo, BH –SEE · On-Site

- Responsible for product photo sessions, photo editing, product catalogs, and sell sheets for one of the biggest retail stores in the country at the time.
- Design for different ads: billboards, posters, store banners, and promotional shelves for the retailer and the related companies Intersport, Boutique, and fashion multistore Modiana.

Main Activities

- Graphic design, product photography, and photo editing.

9/2006 – 3/2008 Responsibilities

Graphic Designer and Web Designer – 24VIP (A company acquired by Austrian Post – today called ExpressOne) · On-Site

- Responsible for designing promotional materials.
- Company website design and content maintenance.
- Managing promoters distributing newspapers and flyers.

Main Activities

- Graphic design, web design, marketing administration.