

## PERSONAL INFORMATION

## Vesna Vukadinović



📍 Oktobarske revolucije 76, Podgorica, 81 000 Montenegro

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Sex Female | Date of birth 07/04/1978 | Nationality Montenegrin

## WORKING EXPERIANCE

1 July 2016 -

### PR Manager

University of Montenegro  
Public relations

## WORKING EXPERIANCE

25 November 2014 – 17 June 2016

### Advertising and Communication Officer

Societe Generale banka Montenegro

Public relations

## WORKING EXPERIANCE

15 January 2014 – 15 October 2014

### Teacher of Montenegrin language and literature

Primary school "Vuk Karadzic", 81 000 Podgorica

Education

## WORKING EXPERIANCE

15 January 2014 – 15 October 2014

### PR and event manager

PR Agency MAGNA , Fruškogorska 3 A, 81 000 Podgorica

- Event management support for for the Orascom Company: celebration of mobilization of works at future marina, within the Luštica Bay Project

Event management

## WORKING EXPERIANCE

1 September 2013 – 14 October 2013

### PR manager

PR Agency EXECUTIVE GROUP , Knez Mihailova 9, 11 000 Belgrade, [www.eg.rs](http://www.eg.rs)

- PR and technical support for initiative entitled "Product Resources Efficiency Project for Powder Detergents in Western Balkan countries" (PREP-P-WB), initiated by Association of Detergents and Cosmetics Producers and Importers in Serbia - KOZMODET, with the support of A.I.S.E. the International Association for Soaps, Detergents and Maintenance products.

Public Relations

## WORKING EXPERIANCE

15 June 2013 - 27 June 2013

### PR manager

Regional Marketing Agency New Moment, [www.newdragansakan.com](http://www.newdragansakan.com), [www.newmoment.com](http://www.newmoment.com)

- PR support for Serbian pharmaceutical company ESENSA and its annual VIP party with famous Ex Yu group Hari Mata Hari (responsibilities: media coverage and organizing press conference)

## Public Relations

WORKING EXPERIENCE  
7 May 2013 - 15 June 2013

**PR manager**

PR and Communication Agency MAGNA, Fruškogorska 3a, 81 000 Podgorica

- PR support for USAID office in Podgorica: media brunch and close out event in Vladin Dom, Cetinje, 12 June 2013
- PR support for two public events of Orascom Development Holding Company – laying cornerstone for construction of the first apartment complex in the future marina within the Luštica Bay Project and Season Opening of Driving Range

## Public Relations

WORKING EXPERIENCE  
1 February 2011 - 1 October 2012

**Project coordinator and PR manager**

PR and Communication Agency MAGNA, Fruškogorska 3a, 81 000 Podgorica

- Monitoring, implementing and coordinating PR activities for clients: EU Delegation to Montenegro, Orascom Development Holding, Porto Montenegro, Cross border EU funded project “Social and labour inclusion of disabled” .
- Main responsibilities were related to EU funded project “Technical assistance for the Delegation of the European Union to Montenegro for Communication and Information” INFOCOM1-CNP-ME-2010

## Public Relations

WORKING EXPERIENCE  
1 August 2010 - 1 February 2011

**Key Expert Journalist and Account Executive**

PR and Marketing Agency McCan Erickson, Serdara Jola Piletića 8, 81 000 Podgorica

- Activities for a client – EU Delegation to Montenegro, i.e. for the EU funded project “Technical assistance for the Delegation of the European Union to Montenegro for Communication and Information”

## Public Relations

WORKING EXPERIENCE  
August 2003 – July 2010

**Journalist**

Daily Newspaper Pobjeda, Bulevar revolucije 11, 81 000 Podgorica

- Court reporting, covering City council, judicial and legal sector, national affairs, social, cultural, entertainment events. Writing stories for Sunday issue of Pobjeda and Family Magazine

## Journalism

WORKING EXPERIENCE  
August 2007 – August 2010

**Editor / Author/Translator**

Publisher Gligorije Dijak, Velimira Terzica 7, 81 000 Podgorica

- Drafting tourist guides, articles, feature stories for clients: National Tourist Organisation of Montenegro, GTZ. Proofreading books in Montenegrin, translating from Montenegrin to English

## Publishing

WORKING EXPERIENCE  
November 2008 – August 2010

**Account Executive**

PR and Marketing Agency Communis, Miljana Vukova 3, Terzica 7, 81 000 Podgorica

- Assisting in writing PR strategies and related strategic documents, implementing PR, marketing and protocol activities for IFC (consultancy for Motorway Bar Boljare Project), Uniqa, Shopping center Kamelija and Electric Power Industry EPCG

## Public Relations

## EDUCATION

1996 – 2003

**Professor of Serbian language and literature**

University of Philosophy, Niksic, Montenegro, Department for Serbian language and literature

## TRAINING

2005 **Court reporter**

IBB's International Media Training Center at Arizona State University, September 2005

## PERSONAL SKILLS

Mother tongue(s) Montenegrin

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C ½	C 1/2	C 1/2	C ½	C 1/2
	Levels: A1/2: Basic user -		B1/2: Independent user -		C1/2 Proficient user
	Common European Framework of Reference for Languages				

Communication skills ▪ Good communication skills gained through my experience as PR manager and journalist

Organisational / managerial skills

▪ Leadership : while working on the project for EU Delegation to Montenegro, I was responsible for a team of 6 to 10 people, engaged in public events of EUD. I have organized over 60 press conferences, 4 VIP celebrations – two New Years and two celebrations of Europe Day with 800 invitees, several seminars and roundtables)

Job-related skills

Good command of quality reporting on project, budget, negotiation skills, PR officer skills, non-violent problem solving

Computer skills

▪ Good command of Microsoft Office™ tools, Excel, MS Power Point, Internet browser, e-mail clients

Driving licence

▪ B

## ADDITIONAL INFORMATION

Publications

- Translator of tourist guide "Naj-naj", 2014
- Co-author of the IPA brochure, "Growing together, EU at work in Montenegro" 2012,
- Author of two newsletters – EU funded project "Social and labour inclusion of disabled" 2012,
- Author of January issue of Newsletter for website of EU Delegation to Montenegro 2011,
- Author of news leaflet on EU institutions 2011,
- Proofreading of the poetry collection „Gradja za sjenku“, poet Savo Lekic, published 2010,
- Author of Fun guide "I danju i nocu ZABAVA", 2010, May,
- Translation of the book Magnificent Mountains, author Ivan Lakovic, published 2009,
- Translation of the guide Podgorica-over the bridges, rivers, squares, 2009,
- Proofreading of the novel "Švedski tigar", author Zvonimir Popovic, published 2009

## ANNEXES

- copies of educational degree and references