



IVANA SRECKOVIC

Media and Marketing Communications Strategist
Consultant & Educator



PODGORICA, MONTENEGRO



+38269275384



IVANA_SRECKOVIC@HOTMAIL.COM



LINKEDIN.COM/IN/IVANA-SRECKOVIC/

Experienced Consultant with a demonstrated history of working in the Communication, Business, Project & Event Management sectors. Business Elite "Under 30" Awardee; former Climate-KIC, ClimathonPodgorica & TEDxPodgorica license holder; Young European Ambassador (YEA) for the Western Balkans supported by the European Union; UGRAD, Chevening & YTIIL Alumna.

EDUCATION

MA Marketing Communications

University of Westminster, London, 2018-2019
(Chevening scholarship)

UGRAD Exchange Program - Scholarship

Saint Cloud State University, Minnesota, 2013

BSc Journalism

University of Montenegro, 2011-2014

LANGUAGES

MONTENEGRIN (NATIVE)

ENGLISH (FLUENT)

SPANISH (BEGINNER)

EXPERTISE

MARKETING COMMUNICATIONS

BUSINESS MANAGEMENT

PROJECT & EVENT MANAGEMENT

MEDIA RELATIONS & JOURNALISM

PUBLIC SPEAKING

EXPERIENCE

MONTENEGRO, JAN 2021-PRESENT

Marketing consultant

MONTENEGRO, JAN 2020 - OCT 2024

General manager

MONTENEGRO, JUL 2020 - SEP 2024

Organizer & license holder

MONTENEGRO, JUN 2020- JUN 2021

Communication Specialist
Clients: Samsung, EFSA, ICF Next

LONDON, MAY 2019, DECEMBER 2019

Event Guru

LONDON, AUG - DEC 2019

PR & Events Executive
Events: World Fashion Awards, Reality TV Awards,
Urban Music Awards, National Film & TV Awards

LONDON, JUN - JUL 2019

Marketing Research Assistant

MONTENEGRO, MAR 2017 - MAY 2018

Account Manager, Social Media Manager
Clients: Carlsberg, Tuborg, Somersby, Telekom,
Hard Rock Cafe, Hilton Hotels, Calvo, Beko

MONTENEGRO, MAR - SEP 2017

Organizer & license holder

MONTENEGRO, NOV 2015 - JAN 2017

Editor in Chief

MONTENEGRO, OCT 2014 - MAY 2016

Journalist & Project Assistant

MONTENEGRO, JUN 2015 - SEP 2016

Editor in Chief

MONTENEGRO, SEP 2015 - MAY 2016

External Advisor

MONTENEGRO, NOV 2014 - JUN 2015

PR Manager

EBRD (EUROPEAN BANK FOR
RECONSTRUCTION AND DEVELOPMENT)

NEST COWORKING

CLIMATHON PODGORICA

IMPACT INSTITUTE

TEDXLONDON

INVINCIBLE MEDIA

UNIVERSITY OF WESTMINSTER

MCCANN PODGORICA

TEDXPODGORICA

RECIPE FOR ACTIVISM,
NGO ACTIVE ZONE

TV SHOW ROBIN HOOD
NGO CIVIC ALLIANCE

EBALKAN, MEDIA PORTAL

RADIO SHOW LADY MARIJANA

NGO OMSA/OCSI

INTERSHIPS

MINNESOTA, SEP 2013 - MAY 2014

Opinions Editor, Reporter for News,
Marquee & Sports sections

MONTENEGRO, 2013

Intern, Society section

MONTENEGRO, 2012

Intern, Politics section

UNIVERSITY CHRONICLE,
SAINT CLOUD

DAILY NEWSPAPER VIJESTI

DAILY NEWSPAPER POBJEDA

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ATTENDED SCHOOLS

SERBIA, 2014

Konrad Adenauer Foundation

ALPBACH SUMMER SCHOOL
OF EUROPEAN INTEGRATION

MONTENEGRO, 2013

Journalists without borders project

RESEARCH JOURNALISM

MONTENEGRO, 2012

Faculty of Government and European Studies

RHETORICS

PROJECTS

MONTENEGRO, 2018

Raising awareness about prenatal gender tests and abortion of female baby girls

CAMPAIGN "UNWANTED"
MCCANN PODGORICA

BELGIUM, LITHUANIA, 2017

European Youth Press

REPORTING CORRUPTION
PROJECT

MONTENEGRO, 2015

Center for Social Research and U.S. State Department

NO HATE PILL CAMPAIGN

MINNESOTA, USA, 2013

Research conducted on St. Cloud State University (SCSU) campus

PRIVACY ISSUES ON THE
INTERNET

CONFERENCES

AUSTRIA, 2023

Business & Marketing conference

FIFTEEN SECONDS FESTIVAL

FRANCE, 2022

President of the French Republic

MEDITERRANEAN WORLDS FORUM

EGYPT, 2019

National Youth Conference

WORLD YOUTH FORUM

LONDON, 2019

Success Mastery

THE BUSINESS & MARKETING
SCHOOL

BRAZIL, 2018

Political Educator training

NATIONAL SCHOOL
"FLORESTAN FERNANDES"

BELGIUM, 2017

The European Youth Press

EUROPEAN YOUTH MEDIA DAYS

GREECE, 2016

EASO (European Asylum Support Office)

CONSULTATIVE PLENARY MEETING

CYPRUS, 2016

DOREA, Erasmus+ programme

ENTER UNITY - EU4U

THE NETHERLANDS, 2014

IAPSS, Autumn Convention

THE UNIVERSALITY OF HUMAN
RIGHTS IN THE 21ST CENTURY

MINNESOTA, USA, 2014

42nd Annual First Amendment Forum

DIGITAL AGE REPORTING

WASHINGTON D.C. 2014

Mid-Year workshop, World Learning

GLOBAL UGRAD

AWARDS

USA, JAN - JUN 2024

YTIIL FELLOWSHIP PROGRAM, STATE DEPARTMENT

EUROPE, JAN 2022

BUSINESS ELITE "UNDER 30" AWARD

WESTERN BALKANS, 2020-2024

YOUNG EUROPEAN AMBASSADOR, WEBALKANS PLATFORM

KEY AREAS OF IMPACT: MEDIA, YOUTH, GENDER, ENVIRONMENT & HUMAN RIGHTS

CAMBRIDGE, MAY 2019

PLATINUM AWARD, IKEA PITCH, UNIVERSITY OF WESTMINSTER

LONDON, SEP 2018 - SEP 2019

CHEVENING SCHOLARSHIP, MA STUDIES, FOREIGN AND COMMONWEALTH OFFICE (FCO)

TYROL, AUSTRIA, AUGUST 2015

EUROPEAN FORUM ALBACH, ALPBACH SCHOLARSHIP HOLDER

MONTENEGRO, DECEMBER 2014

THE BEST STUDENT IN JOURNALISM DEPARTMENT FOR B.S. LEVEL, FACULTY OF POLITICAL SCIENCE, UNIVERSITY OF MONTENEGRO

MINNESOTA, AUG 2013 - MAY 2014

UGRAD (UNDERGRADUATE EXCHANGE PROGRAM FOR SERBIA AND MONTENEGRO) - ONE YEAR EXCHANGE PROGRAM TO ONE OF THE AMERICAN UNIVERSITIES, SCSU/SAINT CLOUD STATE UNIVERSITY