



the portfolio of...

Ivana Sreckovic

MEDIA AND MARKETING COMMUNICATIONS
STRATEGIST

Consultant & Educator

Ivana Sreckovic

MEDIA AND MARKETING COMMUNICATIONS STRATEGIST
CONSULTANT & EDUCATOR

12+ years of experience

Experienced Media and Marketing Strategist with a demonstrated history of working in Media, Public Relations and Marketing industry.

Rich expertise

Marketing Communications, Project and Event Management, Business Management, Media Relations, Journalism, Public Speaking and Human Rights Protection.

Business Elite "Under 30" awardee, TEDx speaker, Chevening, YTIIL & UGRAD alumna.

Former Climate-KIC license holder for local Climathon Podgorica events and former TEDxPodgorica license holder and organizer.

Former Young European Ambassador (YEA) for the Western Balkans.



Academic Background



MA Marketing Communications

University of Westminster
2018/2019
London, UK
Chevening scholarship holder

Specialized Applied Studies

University of Montenegro,
Faculty of Political Science,
Journalism department
Podgorica, Montenegro
2014/2015

UGRAD Exchange Program

Saint Cloud State University
Global Undergraduate
Exchange Program
UGRAD scholarship holder,
Mass communications
Saint Cloud, Minnesota,
USA
2013/2014

BSc Journalism

University of
Montenegro, Faculty
of Political Science,
Journalism
department
2011-2014
Recipient of the Best
Student Award

Professional Development

From Journalism, through PR and Project & Event Management to Marketing Communications and Business Management
From Montenegro, through the USA, to the UK and many other places

Notable work experiences include:



Consultancy work

Focus areas: Marketing & Communications, Business Development, Event & Project Management, Environmental Initiatives, and Education.

Services Offered:

- **Strategy & Planning:** Development of marketing, communication, and business strategies tailored to client needs.
- **Advisory & Consulting:** Ongoing support and expert advice across project lifecycles.
- **Education & Capacity Building:** Design and delivery of tailor-made workshops, lectures, and mentoring programs.
- **Project Implementation & Evaluation:** Hands-on execution and impact assessment of local and international projects.
- **Event & Project Design:** Creative conceptualization and structuring of events and initiatives.
- **Moderation & Public Speaking:** Moderating panels, conferences, and delivering keynote talks.



Workshop, April 2025

Client: NGO CEDEM



Hackathon Mentor, November 2024

Client: NGO Eco-Team

Mentoring & training



**American Corner
Career Development Program
Montenegro, 2024**

Mentoring and holding workshop program in different career development areas (from CV and motivational letter, to team work and soft skills).



**European House
Green Marketing Workshops
Montenegro, 2024**

Mentoring and holding workshops in different communication areas with focus on branding in the environment area.



**American Corner
Action Girls – Gender program
Montenegro, 2023**

Training and workshop sessions for youth with various topics on gender issues, gender-related campaigns & movements, both in the USA and Montenegro.

Public speaking



TEDxYouthMarijinDvor
KeyNote Speaker

Sarajevo, Bosnia and Herzegovina, 2023



**Civic-centric digital transformation
conference, Metamorphosis Foundation**
Panel participant

Skopje, North Macedonia, 2023

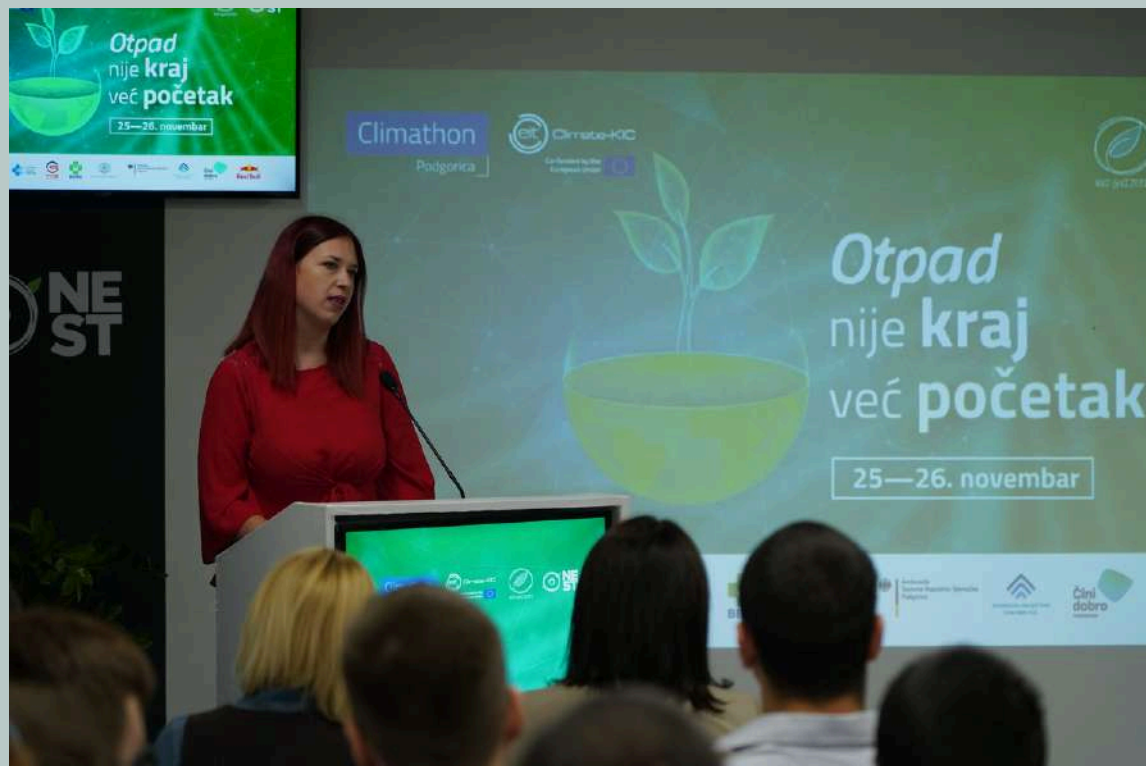


Podcast of Impact, Guest, 2023



Spotlight podcast, Guest, 2022

Public speaking



Climathon Podgorica 2020 – 2024

Greeting words (both days of the hackathon weekend, announcing winners on the Final day, closing words, etc).
Two events were live, and first two were streamed live on YouTube, Facebook and Instagram during COVID-19 outbreak..



Women's Leadership Forum 2020 December 2020

Speaking at the Women's Leadership Forum 2020, in the New Generation of Leaders part, where I had a chance to share my professional development path.
The Forum is an annual event organized by AFA (All For All) and the 2020 edition was aired online in English.



National Conference on Entrepreneurial Learning 2020

Speaking at the panel "Development of entrepreneurial learning through the work of teams in startup and innovation centers" within the National Conference on Entrepreneurial Learning organized at UDG (University of Donja Gorica) in Montenegro.

Current engagement

**EBRD (European Bank for
Reconstruction and Development)
Marketing Consultant
Podgorica, Montenegro**

Consultant for clients in the development process,
in need of marketing services (strategies,
planning, social media, photo/video production,
design, web development and SEO, etc).



European Bank
for Reconstruction and Development

Current client:



Young European Ambassador Youth Representative of the EU & Western Balkans region

The Young European Ambassador platform, powered by the EU, is a creative network of young game changers from across the Western Balkans and the EU. YEAs are open to sharing ideas and developing their talents towards inspiring change within their communities, the Western Balkan region, and across the EU.

Key Areas of Work & Impact:

Media, Youth, Gender, Environment & Human Rights

Term of office:

4 years (2020–2024)



Former engagement

NEST Coworking
General Manager
Podgorica, Montenegro



In charge of business development, marketing strategizing and planning, brand building, team development, problem-solving, decision making, budgeting, PR, event & project management, etc.



Previous work

Climathon



Climathon Podgorica Organizer and license holder Podgorica, Montenegro

Climathon Podgorica 2020-204 has been supported by the EU Delegation in Montenegro, Ministry of Science in Montenegro, UNDP, Chamber of Commerce of Montenegro, Erste bank, Red Bull, and many others. Throughout 4 years, Climathon has supported 12 startups in a country of 600,000 citizens.

It has tackled climate change, circular economy, traffic, air pollution, and other environmental issues.



Previous work



Impact Institute
Communication Specialist
Podgorica, Montenegro

In charge of internal & external communication, strategies development & implementation, media statements & media inquiries, event planning, client service, public relations, etc.

Clients:



Previous work

INVINCIBLE

Invincible Media

Part of Invincible Global Group

PR & Events Executive

Office in London, United Kingdom

In charge of communication with clients, sponsors, media, speakers, nominees and everyone participating in the awards events, building brand image, social media planning, press releases, media enquires, etc.



World Fashion Awards
London



National Reality TV Awards
London



National Film & TV Awards
Los Angeles



Urban Music Awards
London

Previous work

McCANN

Account Manager

Previous: Social Media Manager

2017–2018

Montenegro

As Account Manager I was in charge of sales management, relations with clients and customers, new business development and identification of new business opportunities among existing clients, client service, event management.

As a Social Media Manager I was in charge of online presence management, strategizing and planning, producing content and copywriting, analyzing usage data, managing projects and campaigns, etc.

Clients:



Notable events organized while at McCANN



Carlsberg Open 2018

Foosball Tournament

Winners received travel to the Coppa Italia Final game at the Stadio Olimpico in Rome between rivals Juventus and Milan.



Somersby Party

The launch party for new Watermelon flavor in Podgorica, the capital city of Montenegro.



BEKO's tour "Eat like a champion"

Event in Montenegro as a part of the regional tour for raising awareness of the importance of well-balanced nutrition,

Previous work

TEDx

x = independently organized TED event

TEDxPodgorica, Montenegro
Organizer & license holder, 2017

TEDxLondon & TEDxLondonWomen,
United Kingdom
Event Guru, 2019



TEDxPodgorica 2017



TEDxLondonWomen 2019



TV show Robin Hood Journalist

Investigative journalism
TV program with the most
national trust in
Montenegro and a 70%
rate of solved reported
cases.
(October 2014 – May
2016)

Recipe for Activism magazine Editor in Chief

Owned by NGO Active Zone in
Montenegro, a magazine that
covered different topics: NGO
industry and activism,
philanthropy, culture, art, film, etc.
(November 2015 – January
2017)

University Chronicle Editor in Chief and Reporter

Editor in Chief for the Opinions
section and a reporter for
other sections (News, Politics,
Marquee, Sports)
Saint Cloud, Minnesota, USA
(September 2013 – May 2014)

Previous work: journalism

Experience in all types of media

Television

Print

Radio

Online

Expertise

Investigative Journalism

Daily News

Culture

Awards & recognitions



YTI

Scholarship holder
2024



CHEVENING

Chevening
Scholarship holder
2018/2019



EUROPEAN
FORUM
ALPBACH

The European Forum
Alpbach
Scholarship holder
2015



Global UGRAD

Global Undergraduate Exchange Program

Global UGRAD program
Scholarship holder
2013/2014

Fellowship opportunity for 50 young European business professionals per cohort, sponsored by the U.S. Department of State

Placement: TechTown, Detroit, Michigan, USA

Locations: Detroit, Chicago, DC

Funded by the Foreign, Commonwealth and Development Office (FCDO) of the UK.

Master's program: University of Westminster, London, UK

Module: Marketing Communications
Graduated: Merit

An interdisciplinary platform for science, politics, business and culture

Location: Alpbach, Tyrol, Austria

Funded by the U.S. Department of State's Bureau of Educational and Cultural Affairs.

A fully-funded scholarship for one-year of non-degree academic study at an assigned U.S. university.

Placement: Saint Cloud State University:
Saint Cloud, Minnesota, USA

Module: Mass Communication

GPA: 3.68 out of 4.0

Awards & recognitions



Business Elite
Under 30 Awardee
Athens, Greece, 2022



World Youth Forum
Scholarship holder
Sharm el Sheikh, Egypt,
December 2019



IKEA pitch – Platinum Award
University of Westminster
Cambridge, UK, May 2019



The Best Student Award
Faculty of Political Science,
University of Montenegro,
Journalism Department
Year received: 2015

Environment awards



Young European
Ambassadors Summit
Environment Award, 2023
Western Balkans



Western Balkans 6 Chamber
Investment Forum
Environmental Protection Champion
Award, 2023
Western Balkans



Montenegrin Employers Federation
Care for Environment Award, 2022
Montenegro

Community work

Montenegro Pride NGO Queer Montenegro Montenegro, 2021

Part of the organisational board of 9th Montenegro Pride that took place in Podgorica in 2021, implemented by NGO Queer Montenegro.



**Queer
Montenegro**

Unwanted Campaign, 2018 "Unwanted is the name of many girls in Montenegro."

An awareness-raising campaign against illegal prenatal gender tests and sex-selective abortions which lead to marked gender imbalance in Montenegro, where the nation is in favor of male heirs.

Awards: Gold at the McCann World Group European Summit 2018; Bronze at the Epica Awards; Grand Prix For Good at the Eurobest Festival of Creativity, etc.



#Neželjena

Balkan Without Hate Erasmus+ project Montenegro, 2017

Balkan Without Hate was an Erasmus+ project organized by NGO 35mm from Montenegro, where I worked as a Project Assistant.

One of the outcomes of the project was the film SIGEMBR that deals with the issue of xenophobia (hatred towards differences and others) and was created by youth workers and leaders from 7 participating countries (Montenegro, Serbia, Bosnia and Herzegovina, Italy, Greece, Romania and Estonia).



Is there room for us to collaborate?

Let's get in touch:



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