

RUŽA VELJOVIĆ

Personal Profile

My focus is building media brands as the basis for enduring profitable business growth. I am an efficient professional with 15 years' experience working in the marketing industry and media sector; Specialist areas: Corporate relations, Corporate affairs, Marketing, Media, PR, B2B, Digital Media, Sales Management, Sales Strategy, Strategic Planning, Advertising

Professional experience

January 2016-present Color Media Communications, (www.communications.rs)

Position: Magazine manager of **Diplomacy&Commerce**, syndication of UK The Economist magazine www.diplomacyandcommerce.rs in Serbia, Croatia and Montenegro

Responsibilities: managing operations, plans and all aspects of leading business; execution of BP, P&L, managing and providing direction to the employees, contributors, vendors, clients, agencies. Cooperation with embassies, foreign and domestic business associations, chambers of commerce, companies on releasing special publications dedicated to the specific target groups about economic and political relations between Serbia and European and world's countries, with the participation of representative from Serbian Government, SCC, and other relevant political and economic institutions.

Key achievements

1. Break-even point is achieved after four months (BP was to achieve BEP in 12 months)
2. Launch in Serbia, Croatia, Slovenia, Austria and Montenegro

2011-2016 alliance international media, Publishing company

Position: Executive Director of CorD magazine (www.cordmagazine.com)

Responsibilities: responsible for all aspects of leading business improvement and increasing profits; responsible for the company and employees, for each business segment; providing direction and leadership towards realization of the company's philosophy, mission, strategy and annual goals and objectives; preparing annual company plans – financial, activity-based and strategic. Also responsible for cooperation with Government representatives, embassies, chambers of commerce, business associations

2007– 2011 Ringier Axel Springer doo, (www.ringieraxelspringer.rs)

Position: Marketing Director (Serbia, BIH and Montenegro)

Responsibilities: managing marketing, PR and market research activities of complete RAS portfolio in Serbia - 3 daily newspapers, 5 magazines, 9 websites, portfolio in BIH and Montenegro; developing marketing and communication strategies; implementing and facilitating annual marketing plan and budget; creatively building integrated marketing programmes that drive awareness and developing all advertising/promotional materials, as well as cooperating with creative, media, research and PR agencies. **Key brands:** Blic, Blic Online, NIN, Blic žena

2005 - 2007 Roaming Electronics (www.roaming.rs), distributor of Samsung mobile portfolio

Position: Marketing manager (Serbia, Montenegro, BIH, Kosovo)

Responsibilities: marketing and PR activities of Roaming retail and Samsung mobile portfolio; creating annual marketing plan and budget; compiling and analysing periodical, quarterly and annual reports; coordinating the universal marketing campaign of Samsung in Serbia, retail

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marketing and PR activities – branding shops, POS, CRM, promotions; co-marketing with operators – planning and implementation of marketing campaigns with Telekom, Telenor and VIP mobile; PR activities and cooperation with media, creative, PR and research agencies;

2003 – 2005 Ministry of education and sport / Students Health and Financial Support Society

Position: Public Relations Manager,

Responsibilities: media relations - gaining editorial coverage, creating information and ensuring distribution to the press; informing the public about operations and plans of the organization, as well as organizing press briefings/conferences, events and promotions

Other

Education:

Faculty of Economics - Belgrade University, Bachelor degree in Marketing

Language skills:

Fluent in English. Basic knowledge of French. Beginner of Arabic

Computer skills:

MS Office (Word, Excel, PowerPoint), Internet

Driving license:

Driving license - category "B"

Honours and Awards:

October 2009: NIN re-launch campaign, Silver Prize declared by UEPS

Interests:

Serbian-American Friendship Congress: Serbian-American Leadership academy, class of 2020

<http://ksap.org.rs/centar-za-americke-studije-vudro-vilson/srpsko-americka-akademija-za-lidere>

The First Choice, Coaching and Consulting: Field Of Study-Life Purpose, Transition Coaching, Business Coaching <http://www.thefirstchoice.coach/>

Volunteer as Community and PR manager at Guerrilla gardeners

<https://www.facebook.com/Gerila-ba%C5%A1tovani-445164375573490>

Fundraiser&PR for Reflektor teatar: "Smrt fašizmu! O Ribarima i Slobodi" Atelje 212

July 2011-present: Membership in organizations:

Serbian Public Relations Society (DSOJ): Member

Serbian Media Association: Member, representative of the company

DSW German Serbian Business Association: Member, representative of the company

Swiss-Serbian Chamber of Commerce (SSIC): Member, representative of the company

Italian-Serbian Chamber of Commerce (CCIS): Member, representative of the company

Greek Serbian Business Association (HBA): Member, representative of the company

Slovenian Serbian Business Club: Member, representative of the company

French-Serbian Chamber of Commerce (CCIFS): Member, representative of the company

Croatian Business Club: Member, representative of the company

More details on LinkedIn profile: <https://www.linkedin.com/in/ruska/>