

BENJAMIN BAJRAMOVIĆ

Marketing Communications Specialist

INFO

ADDRESS

Alipašina 53, Sarajevo, 71000

PHONE

+38761134905

EMAIL

benjamin.bajramovic@gmail.com

DATE OF BIRTH

14/03/1991

SKILLS

Instagram Pro

Twitter Ninja

Facebook Surfer

PROFILE

Communication and marketing professional with 7+ years of experience in social media management, event management, content marketing and branding.

Excellent communication skill for outreach and digital copywriting, ensuring strong brand presence.

EMPLOYMENT HISTORY

Community Manager, Bruketa&Žinić&Grey

Zagreb

Feb 2019 — Present

- Successfully spearhead campaigns on social media platforms;
- Developed online marketing campaigns, effectively increasing followers and driving brand awareness;
- Monitor online presence of company's brand and engage with users, strengthening customer relationships.

Community Manager, Pioniri Communications

Belgrade

Dec 2015 — Present

- Developing and executing communication strategies for various type of clients;
- Successfully spearhead campaigns on social media platforms;
- Developed online marketing campaigns;
- Monitor online presence of company's brand and engage with users, strengthening customer relationships.

Promotions Manager, EXIT Festival

Novi Sad

May 2015 — Present

- Providing a detailed PR Plan (including timeline, partners, costs, distribution of promotional, guest and staff tickets);
- Providing product information, general artwork, logo, pictures, audiovisual and PR contents of Event;
- Establishing contacts to journalists and strategic media partners;
- Coordinating local press requests and forwards them to Principal before and during the event;

- Press monitoring.

Country Manager, Social Impact Award

Vienna

Jan 2016 — May 2018

- Implementation of project;
- Develop, plan and organize project-related events (kick off events, workshops and events for the incubation period);
- Write and edit program materials; regular reporting to partner initiatives, donors and other stakeholders, managing events and monitoring work performance of teams;
- Research and building community (online and offline);
- Content management.

Program Manager, Propulsion

Belgrade

Jan 2015 — May 2018

- Implementation of assigned program;
- Develop, plan and organize program-related events;
- Work with Senior Program Officer and other staff to develop programs, priorities, and guidelines;
- Write and edit program materials;
- Regular reporting to partner initiatives, donors and other stakeholders;
- Stay abreast of developments in the field through research and attendance of conferences;
- Managing, reviewing progress and delivering partnership initiatives' communication projects;
- Managing day-to-day partner relations;
- Conducting meetings to understand partners' goals and objectives;
- Monitoring work performance of creative teams and communication interns and setting timely delivery targets.

Public Relations Consultant, Converse

New York

Nov 2014 — Jun 2019

- Establishing contacts to journalists and potential strategic media partners;
- Providing product information, general artwork, logo, pictures, audiovisual and PR contents of Event;
- Media and journalist list development;
- Development of invitations and media release;
- Press Kit creation;
- Press monitoring;
- Event management.

Public Relations Assistant, Apriori World

Sarajevo

Dec 2012 — Mar 2014

- Media relations;
- Communication Plan development;
- Media and Journalist list development;
- Development of invitations and media release;
- Press Kit creation;
- Press conference organization and implementation;
- Organization and implementation of encounter with journalists;
- Press conference;

- Coordination of press service;
- Coordination and organization personal meetings with journalist.
- Preparing comprehensive communication;
- Defining communication plan;
- Defining communication messages;
- Preparing promotion materials;
- Company or product placement;
- Company or product launching;
- Event management.

**Assistant in Sponsorship Department,
Sarajevo Film Festival**

Sarajevo

Jun 2014 — Sep 2014

- Communication with foreign and domestic sponsors of the Festival;
- Implementation and monitoring of marketing offers;
- Communication and coordination with other departments of Festival;
- Actively use of the festival database;
- Administrative and daily duties;
- Writing a narrative and / or tabular reports.

EDUCATION

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**BA in Communication Studies, University of
Sarajevo**

Sarajevo

Feb 2012 — Sep 2015

REFERENCES

References available upon request