



# Iva Trcic

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## ● ABOUT ME

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As a communicator with years of continuous experience working in various communication and writing-related companies, I have built up an extensive portfolio with some of the most demanding work I have done for clients like **Uber, Patreon, Airbnb, Apple, Google**, etc. I have worked in the **Zaklada Ana Rukavina** Foundation as a communications coordinator polishing my skills further and learning about latest communication/PR trends in NGOs.

Lately, my work has been evolving around *transcreation* and editing promotional copy for the notino.hr cosmetics online shop, **DHL Express Croatia** where I was also in charge of internal and external communications processes.

In the early days of my career, I worked in journalism as a reporter and interim executive editor in addition to searching for "gigs" online where polished up my content writing and copywriting/editing skills.

In the near future I hope to establish myself as a long-term and loyal worker in your company and work diligently while expanding my knowledge and sharing it selflessly with colleagues. I am easy-going, communicative, and well-read which makes me a great co-worker and team member.

I possess motivational and project-management skills.

## ● WORK EXPERIENCE

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Zagreb, Croatia

### COMMUNICATIONS COORDINATOR ANA RUKAVINA FOUNDATION

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- Media relations
- Social media management
- Press release creation and distribution
- Official website management (using **Wordpress**)
- Organization and creation of the entire communication strategy for the upcoming annual charity concert
- Communication with public figures involved in the work of the Foundation
- Daily communication with patients and their family and providing relevant treatment information and support
- Communication with institutions, companies and universities regarding blood sample gathering actions and their organization and coordination

Italy

### ADVERTISING COPYWRITER/COPYEDITOR/TRANSCREATOR TRANSLATED

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- Working using the **Matecat** program
- *Transcreating* & editing global apps and platforms entering the Croatian market by localizing content and creating the glossary for the company in question (**Apple, Glovo, Uber, Patreon, Google**)
- Achieved high accuracy and engagement of the copy, successfully managed to raise the level of quality of work among writers
- Achieved higher **Google** ranking through editing work, made the content clearer to the local users bearing in mind local verbal customs and tone of voice efficient in this relationship

Global

### SENIOR EDITOR AT ICO & ADVISORY COMPANY, GLOBAL ICO & ADVISORY COMPANY

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#### On-call Editor

- Editing writers' work / providing consultation / style pick
- Successfully found content online to inspire writers
- Formulated style guides
- Wrote and/or edited all materials that the company wanted to be published, including media releases, promotional materials for websites relating to the industry, news articles etc.

Dubrovnik, Croatia

#### WEB COPYWRITER PROREPS D.O.O.

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- Writing SEO-adjusted content relating to tourism, high-end products etc.
- Successfully built online reputation of local and national companies relating to luxury furniture and lighting
- Delivered SEO articles relating to tourism websites in Croatian in Croatian and English

Zagreb, Croatia

#### BUSINESS COMMUNICATION SPECIALIST BEBEUSINESS D.O.O.

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- Managed the entire **communication strategy** of the company (online and offline)
- Planned every aspect of the work **independently**, including communication plans, communicating with the media and the interested parties, in Assisting the **logistics** during business conferences the company used to organize
- In charge of the company's **social media channels**, and the dedicated channels each time before a new conference
- Successfully **raised the company's visibility** in the local and regional media and social media channels

Zagreb, Croatia

#### EXECUTIVE EDITOR / JOURNALIST (FIXED CONTRACT) IN ENGLISH AND CROATIAN DALJE.COM NEWS PORTAL

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- **Accurately** and reliably **edited** articles written by colleagues
- Successfully managed the news **choice, writing, and placement** of the articles in English and Croatian
- **Kept abreast** with the world and the local media (CNN, Daily Mail, BBC, Reuters)
- **Generated lower costs** through changing the CMS and interviewing potential journalists
- Wrote state-of-affairs articles in English and Croatian, equipped the articles visually, and placed them on the portal using CMS
- Managed new colleagues' **training**

Zagreb, Croatia

#### NEWS WRITER AT TPORTAL.HR CROATIAN TELEKOM D.D.

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- Successfully scanned daily media for news and adjusted them for end-users via SMS (condensed into 425 characters)
- **Coordinated** and **managed training** of the writing **team**
- Achieved a high level of news snippet **accuracy** when it comes to condensing big texts into only 425 characters
- Learned how to **extract** the most relevant information in order to gain the reader's attention to read more about the topic at hand
- **Leveraged** the value of **free software** needed to perform successfully

Zagreb, Croatia

#### POLITICAL AND BUSINESS ANALYST & WRITER MEDIASCAN D.O.O

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- Wrote **news articles relating to Croatian politics and business in English.**
- **Planned** the daily outline of the publication by scanning national media and creating a publication intended for non-Croatian-speaking employees in Croatia (embassies, companies, institutions, etc.)
- **Edited** articles
- **Managed** writers and topics acting as interim executive editor while the staff was on leave
- A **proactive approach** to work (was in charge of the entire publication during Chief-in-editors long leave)
- Expanded vocabulary and learned how write in near-native level style by having dedicated mentors

Zagreb, Croatia

## SEO WRITER (CROATIAN AND ENGLISH) SAILING EUROPE D.O.O.

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- Responsible for revamping the Sailing Europe web page so it meets SEO standards via choosing keywords and their density in the promotional copy
- Generated thousands of articles in the form of web content
- Planned content independently

Zagreb, Croatia

## CONTENT WRITER / EDITOR IN ENGLISH BUMBLEHOOD D.O.O.

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- Successful multi-faceted cooperation on the **international project involving web content relating to global travel** (based on the Wikipedia strategy)
- First contact with content writing, after one-year fixed-term contract I was asked to stay for an indefinite period due to my result-oriented approach to work
- Wrote **content articles relating to cultures** of the world and thus created a platform for traveling purposes with all relevant travel information
- Perfected **style guide** continuously
- **Assisted** colleagues
- Perfected written communication in English, learned the basics of content writing, and how to spark engagement, visibility, and interest in the audience

## ● EDUCATION AND TRAINING

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Zagreb, Croatia

### GRADUATE JOURNALIST, UNIVERSITY OF ZAGREB, FACULTY OF POLITICAL SCIENCE, ZAGREB University of Zagreb, Faculty of Political Science

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**Address** 10000, Zagreb, Croatia | **Website** [www.fpzg.hr](http://www.fpzg.hr) |

**Field of study** Economics, Psychology, Sociology and cultural studies, Journalism and information not further defined, Journalism and reporting, Inter-disciplinary programmes and qualifications involving social sciences, journalism and information, Political sciences and civics

**Final grade** Pass | **Level in EQF** EQF level 7 | **National classification** Graduate Journalist |

**Type of credits** pre-Bologna grading 1 to 5 | **Thesis** Noam Chomsky and his Perspective on Global Politics

**Link** [www.fpzg.hr](http://www.fpzg.hr)

Zagreb, Croatia

### MASTER OF BUSINESS ADMINISTRATION (M.B.A.) Cotrugli Business School

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- Learned how to write business plans via defending the thesis in the form of a business plan called 'Therapy after Therapy', relating to opening the first hair salon in Croatia catering to post-cancer treatment clients who need special hair care
- Attending business conferences in Croatia and Serbia
- Passed 8 modules relating to business administration like marketing, sales, finances, operations etc.

**Address** Zagreb / Belgrade, 10000, Zagreb, Croatia | **Website** [www.cotrugli.eu](http://www.cotrugli.eu) |

**Field of study** Management and administration, Marketing and advertising, Work skills, Wholesale and retail sales, Inter-disciplinary programmes and qualifications involving business, administration and law

**Final grade** Pass | **Level in EQF** EQF level 7 | **National classification** Master |

**Thesis** Business Plan 'Therapy after Therapy', relating to opening the first hair salon in Croatia catering

**Link** [www.cotrugli.eu](http://www.cotrugli.eu)

Ede, Netherlands

## CERTIFICATE IN INTERNATIONAL COMMUNICATION / JOURNALISM / COPYWRITING

Christelijke Hogeschool Ede (University)

- Studying general theory and learning in vivo about various social media, journalism, communications/ PR theories and trends
- Working on communication strategies at E.On, Phillip etc.
- Passed modules relating to copy writing, press releases, reporting, ethics, politics...

Website [www.che.nl](http://www.che.nl) |

**Field of study** Sociology and cultural studies , Journalism and reporting , Inter-disciplinary programmes and qualifications involving social sciences, journalism and information

**Final grade** Pass, highest in the class | **Level in EQF** EQF level 5 | **Type of credits** ECTS

Link [www.che.nl](http://www.che.nl)

Cambridge, United Kingdom

## FIRST CERTIFICATE IN ENGLISH (FCE) University of Cambridge

Website <https://www.cam.ac.uk/>

## PROJECT MANAGEMENT CERTIFICATE Google

Zagreb, Croatia

## CERTIFICATE OF SKILLS AND COMPETENCIES ACQUIRED THROUGH VOLUNTEERING AND WORKSHOPS The Red Crosss Croatia

Address 10000, Zagreb, Croatia | Website <https://www.hck.hr/>

### ● LANGUAGE SKILLS

Mother tongue(s): **CROATIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	C2	C2	C2	C2	C2
<b>GERMAN</b>	A2	A2	A2	A2	A2
<b>ITALIAN</b>	A2	A2	A2	A2	A1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

### ● DIGITAL SKILLS

CMS experience and skills | Team-work oriented | Good listener and communicator | Organizational and planning skills | LinkedIn | Motivated | Critical thinking | Presenting | Internet user | Creativity | Responsibility | Detail-Oriented | Research and analytical skills | Decision-making | WhatsApp | Conflict resolution | Zoom | Reliability | Analytical skills | Strategic Planning | Gmail | Flexibility | Excellent writing and verbal communication skills | Power Point | Empathic listener | flexible | curious | Good Communication | Teamwork | Good time management | Word | Research | Cross cultural skills | Microsoft PowerPoint | MS Office | positive thinking | Problem-solving | Ability to Work Under Pressure | Good at being proactive and efficient in high stress situations | Excellent organizational planning and solving problems in short time | Communications | E-mail use | Excellent team player | Friendly | Presentation and negotiation skills | Active listening | Highly adaptable | Windows 10 | Microsoft Teams | integrity | communicating | engaged | resilient | Efficient multi-tasking | Excellent research skills | Project management | hardworking | Youtube | highly intellectual but continuously improving | Strong Computer Skills | Microsoft Office 365 | Content writing | Quick Learner and adaptable to new exposures and experiences | SEO

Copywriting | Copy editing | Copywriting & Blogging | Good skills in copywriting | Email Marketing (Mailchimp, eSputnik) | Social media | Able to Translate Complex Text into Easily Readable Material | Skilled interpreter and translator

## ● ADDITIONAL INFORMATION

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### VOLUNTEERING

2013 – CURRENT Dugo Selo, Red Cross

**Domestic Budget Management for end-users - Lecturer** [Lecture announcement](#)

2014 – CURRENT Immigration Center Ježevo, etc.

**On-call volunteer helping refugees coming to Croatia**

### DRIVING LICENCE

**Driving Licence:** AM

**Driving Licence:** A1

**Driving Licence:** A2

**Driving Licence:** B1

**Driving Licence:** B

**Driving Licence:** BE

### ORGANISATIONAL SKILLS

#### Systematic

- **Systematic** and **securitizing** approach to work, responsibilities, and deadlines. Successfully organized a team in The Netherlands where we were in charge of making a business plan over the course of three months
- Learned to **prioritize**, **delegate work** appropriately, **listen** and **adapt** to team members, and steering them towards the goal using a timeline
- Achieved a high level of **discipline** and **commitment** to the project at hand in addition to team members having amicable relationships

**Highly Organized Approach to the Schedule** using various software to make the project timeline as achievable as it is ambitious.

### RECOMMENDATIONS

Available upon Request

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### HOBBIES AND INTERESTS

**Versatile & highly active** Reading

Golf

Skiing

Cycling

Yoga

Antiques

Hiking

### COMMUNICATION AND INTERPERSONAL SKILLS

**Efficient Communicator**

✓ **Knows how to transfer the message in a way that the listener understands using various acquired skills and techniques to make communication better on any occasion**

✓ **Specialized International Communication teaching students the latest communication and copywriting trends in addition to theory and practice in E.on and Philips**

✓ **Very polite professional behavior**

✓ **Sense of humor**

✓ **Networking**

Link [www.che.nl](http://www.che.nl)

**Myers - Briggs: ENTJ** Empathic, rational, intuitive, knowledgeable, easy-going, adaptive