



# Mladen Miroslavljević

PhD Marketing and Public Relations

## PROFILE

Full professor at study program Management, business and business economy at Banja Luka College, where he has been teaching for 15 years. Expert in PR and communication, development and implementation of promotional campaigns, experience in environmental protection issues (such as solid waste and waste water) and PR communication in general. Expert in environmental and public affairs, including design of communication strategies, institutional strengthening, public awareness building campaigns, training and education programmes, nature protection and environmental education.

## WORK EXPERIENCE

### Banja Luka College | University professor

2008 –

Professor at study program Management, Business and Business economy.

### Political Academy of the international foundation Friedrich Ebert Stiftung | Lecturer

2009 –

Outside associate – Covering the topics in the field of PR, marketing, management and communication in general..

### Transparency International B&H | PR Expert

2006 – 2007

Assisted in PR activities in Transparency International project "Study of Social Integrity System in B&H 2011 (NIS)".

### McCann Erickson | PR and Marketing Expert

2006 –

Outside associate – PR and marketing consultancy for numerous McCann Erickson's clients from public and private sector.

### Aleksandrija d.o.o. | Director of Sales and Marketing

2003 – 2007

Included in development and implementation of promotional campaigns and PR communication in general.

### Kontakt Magazine | Editor in Chief

2002 – 2003

Editor in Chief of Kontakt, magazine for marketing and market communications (issued by "Glas Srpski", Banja Luka, Republic of Srpska).

### Pristop d.o.o. | PR and Marketing Expert

2000 – 2003

Outside associate – Provided PR and marketing consultancy for numerous Pristop's clients from public and private sector, as well as for number of Pristop projects.

### Government of Montenegro | PR Expert

1997

(Outside associate –Developed and implemented promotional campaign and PR activities in order to increase awareness of SMEs in Montenegro. Design, preparation and implementation of PR and promotional activities in order to encourage the SMEs representatives to increase their competitiveness and efficiency and to develop their business.

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## EDUCATION

### ● Doctoral studies

Faculty of Entrepreneurship  
Management, Novi Sad, Serbia  
University Braća Karić, Belgrade,  
Serbia  
Doctor of Science - Marketing and  
Public Relations  
Completed in 2009

### ● Postgraduate studies

Faculty of Management, Novi Sad,  
Serbia  
Master of Management and Business  
Completed in 2012

### ● Bachelor studies

Master specialized course in  
journalism, Faculty of Political  
Sciences, Sarajevo, Bosnia and  
Herzegovina  
Completed in 1987

Faculty of Political Sciences,  
Sarajevo, Bosnia and  
Herzegovina  
Completed in 1980

### **IREX PRO Media | Trainer**

*1998 – 2000*

Outside associate – Working for US NGO IREX PRO Media whose objective was providing support to media in SE Europe. Responsible for preparation, organization and conduction of communication and media trainings for the local communication experts (employed in public and private sector).

### **Glas Srpske | Deputy Editor in Chief**

*1998 – 2003*

Preparation and creation of articles and success stories. Analysing, gathering and preparing all information for the articles. Covering daily topics in the field of economy and politics, as well as social topics such as environmental protection issues. Good media relations and connections with journalists

### **Radio and TV network NTV Banja Luka | Program Editor**

*1998*

Managing a team of journalists, technicians, production managers, camera crew and support staff. Provided a dozens of hours of daily programming, including programs on environmental protection, news and ads. Created and produced a number of ads, TV commercials, thematic short films etc. Provided media planning and media buying activities for a number of clients.

### **TV network NTV Montena | Editor in Chief**

*1997 – 1998*

Responsible for the editing and analyzing all information that were broadcasted within the television program. Preparing and writing the news, covering all topics of interest to the general public. Well informed on production of audio and video materials, continuously included in creation and decision making of television ads, programmes etc.

### **"Vijesti" daily newspaper | Editor of the column "Economy"**

*1995 – 1996*

Writing the column Economy, covering the topics related to economic issues, their importance for the general public, social responsibilities, impact on the environment etc. Writing about practical examples and success stories from abroad

### **Supranational In. Co. | Sales Specialist**

*1992 – 1995*

Looked after the customers, promoted products, worked as part of a team and eliminated unnecessary loss. Managed and were responsible for a defined area within a company and provided detailed specialist advice. Communicated with the customers and with the media.

### **"Vjesnik" daily newspaper | Chief of correspondent office**

*1991 – 1992*

Chief of Bosnian correspondent office of Croatian daily newspaper Vjesnik. Collaborating and contacting Croatian office and journalists, as well as national journalists and news agencies, continuously sharing information with them. Reporting on news of internal policy, internal economy issues and internal social and political issues.

### **"Oslobođenje" daily newspapers | Correspondent**

*1984 – 1991*

Correspondent of "Oslobođenje", daily newspaper from Bosnia and Herzegovina. Reporting on news of political and social issues, economic issues and other relevant topics. Collaborated with regional journalist and news agencies.

### **Number of media | Freelance journalist**

*1982 – 1984*

Worked as freelance journalist for numerous media in Slovenia, as well as in the rest of Ex-Yugoslavia. Prepared and wrote articles of the interest to the different target groups (youth, artists, intellectuals, general public). Collaborating with number of writers, creative workshops leaders and journalists.

## SCIENTIFIC WORK

Author or co-author of several dozens of articles published in their entirety in national and international journals. Author of textbooks in the field of marketing and business. Participant of numerous scientific conferences and member of scientific committees in Bosnia and Herzegovina and the region.

### **Bibliography**

<https://blc.edu.ba/en/nastavnikadar/>

## SKILL

- Management Skills
- Market Research
- Marketing Communications

## MEMBERSHIP

Serbian Association for Public Relations  
Croatian Public Relations Association

## OTHER

As a university lecturer, he gives lectures on the subjects Marketing, Public Relations, Digital business strategies, Store Management, Internet and New Media.

### **Other forms of international cooperation (conferences, meetings, workshops, education abroad)**

- Facilitators' training, Friedrich-Ebert-Stiftung, Bosnia and Herzegovina (10/2011 – 04/2012)
- Certificate in ISO 9001: 2000, Quality of Internal Audit Quality of Internal Audit, SIQ Ljubljana, Slovenia (23-25 May 2005)
- Improving Public Policy Advocacy, Training Programme provided by USAID (United States Agency for International Development) and The Institute for Private Enterprise and Democracy, Warsaw and Krakow, Poland (21-28 March 2004)
- Teacher Training in the Field of Media, IREX PRO MEDIA (International Non-profit Organization), Bosnia and Herzegovina (1998 – 2000)
- Certificate in HACCP standards, "Alexandria", Bosnia and Herzegovina, Serbia and Montenegro

### **Other professional activities at the University and outside the University that contribute to increasing the reputation of the University:**

- Expert in PR and communication, development and implementation of promotional campaigns, experience in environmental protection issues (such as solid waste and waste water) and PR communication in general, over 15 years of experience
- Expert in environmental and public affairs, including design of communication strategies, institutional strengthening, public awareness building campaigns, training and education programmes, nature protection and environmental education, 10 years of experience
- As certificated expert in HACCP standards designed and conducted several public educational campaigns on the importance of healthy food, environmental protection and environmentally friendly food manufacturing
- Training experience, over 10 years of various training sessions through engagement in NGO sector (conducting training needs assessments, creation of training plans, organizing and conducting trainings and seminars) for various target groups (political parties, trade unions, youth, students, people with physical disabilities etc.)
- 5 years of extensive project management
- 15 years of professional experience in media planning and media buying activities
- Organized and held numerous seminar courses for students
- Editor in Chief at radio station and printed media in B&H (editing, writing, interviewing...)
- Author and project manager of the project whose main objective was education of students and strengthening their capacities to successfully cover and present ecological and environmental protection topics through the radio and TV channels
- Excellent oral and written communication, presentation and media skills, including creating and/or preparing articles and announcements for newsletters, print and radio
- Ability to design, lead and manage complex communication campaigns, with tools ranging from organisation of informative workshops and networking, through design of attractive visual identity, planning media campaigns, developing brochures, leaflets, newsletters, web sites, social networking tools, manuals, documentary films, school competitions, CD ROMs and TV and radio advertisements
- Broad knowledge and understanding of media scene in region, especially TV, radio and internet due to decade of active journalism and deep understanding of political situation in region and globally due to the academic references (graduated Political Science) and journalistic work
- Good connections with regional NGOs and media
- Author of book "Odnosi s javnošću" (Public Relations) and several promotional brochures, leaflets and advertisements
- Author of various project training manuals
- Numerous PR materials for media (newspapers, radio, TV)