

ALEKSANDRA LAZAREVIC

+447926515076 aleksandra.laz@hotmail.rs

[Aleksandra Lazarević | LinkedIn](#)

EDUCATION

UCL School of Management, MSc Management (Corporate pathway), UK 09/2021 - 09/2022

VIKO, University of Applied Sciences, Lithuania & International Business College Mitrovica, Kosovo
BA double degree: International Business & International Sales and Marketing 10/2016 - 06/2020
Exchange student on Erasmus + program in Odense, Denmark (University College Lillebaelt)

WORK EXPERIENCE

SigmaRoc PLC 03/2022/ - present

Marketing and Branding Consulting

- Research on work done by Mr Rory Sutherland; the biases in decision-making and the brand positioning of the industrial material in the market.

University College London, School of Management 01/2022 - present
Unibuddy Student Ambassador

- Represented UCL School of Management at Dubai Expo 2020; participated in Italian Pavillon workshop, got interviewed for the Italian TV where I shared my opinion about the importance of worldwide youth connection and education in the future expos.
- Represented the UCL School of Management via the Unibuddy platform. Answered questions from 40+ prospective international students about the students' life at UCL and in London which resulted in enthusiastic, positive feedback and their willingness to apply to UCL.

SIT – Center for Counseling, Social Work and Research, Kosovo 07/2021 - 02/2022
Project Assistant

- Led 50+ activities, workshops, and Youth Camp with youth from different ethnic backgrounds, negotiated for realised community-based initiatives with the mayors and other municipality representatives of the 4 municipalities, resulted in resilience to conflict, and improved the relationships among the youth.

Youth Educational Club Synergy, Serbia 09/2020 - 03/2021

Project Officer

- Organised Youth Fair marking the International Youth Day to mobilize youth groups 16-30. The mobilized youth later participated in the 40+ workshops. Taught gender equality, human and social rights, integration, inclusion, mental health, and other topics to enhance skills through non-formal education.
- Coordinated the project activity "delivery of humanitarian aid to vulnerable people" in rural and urban areas of the municipalities, managed the procurement procedures according to the guidelines, communicated with the donors and sponsors of the project. Supported 100+ families in the targeted municipalities.

Porto Accounting and Business School, Portugal 02/2020 - 05/2020

International relations trainee

- Developed the marketing strategy for the "Technical Communication Summer School 2020." Managed Social Media pages, ran ads, created 20+ content marketing pieces (logo design, posters, flyers), and disseminated on SMM pages and via emails.

- Planned the budget proposal for SMM Strategy and allocated the resources to increase audience engagement by 130%.

HeySuccess.com, UK

01/2020 - 05/2020

Online internship

- Established content marketing and boosted copywriting: 30+ posts in 10 Facebook's groups, raised brand awareness by 80% in the local market and broader. Designed the marketing campaign for liveitgreece.com targeting France and supported HR in writing the resume for HeySuccess.com users.
- Expanded the international network by 30+ fellows worldwide. No. 1 ranked out of 45 other interns from 25 different countries.

International Business College Mitrovica, Kosovo

03/2019 - 11/2019

Marketing & Promotion Intern

- Restructured marketing strategy and recruitment of students, participated in the TV interview 3 times, live stream, and travelled regionally to enlarge the network and promote the College. Assessed as a College's PR.
- Enrolled 5 students for the upcoming year and boosted the brand recognition by 70% on the regional level.

United States Agency for International Development, Kosovo

02/2018 - 08/2018

Senior Adviser Assistant

- Briefed 10+ clients, completed milestones and grant agreements, collected quarterly reports, ensured timeline procedures and policies. Produced the research paper and analysed "Development of the private sector in Northern Kosovo with support of USAID," which contributed to comprehensive knowledge about Kosovo's SMEs.
 - Cultivated ideas about women and youth empowerment via entrepreneurship education, linked the ideas with the region's needs and realised the business plans.
-

EXTRACURRICULAR ACTIVITIES

Schneider Electric's Go Green in the City competition, France.

03/2020

- A global student competition, international teamwork project proposal in the category "Smart buildings."

Study sessions, workshops, and activities with international and local organizations

2012-2020

OSCE (Dialogue Academy for Young Women 2020), USAID (Training on procurement, cost allow-ability, and anti-fraud training), EU, UNICEF, UN, various NGOs, Youth Department Council of Europe (Inclusion for ALL through Human Rights Education and Youth Peace Camp 2017).

- Significant experience in human and social rights, gender issues, peacebuilding, and dialogue.
 - Created a vast international and national network, acquired skills and knowledge: certified educator and organizer from Western Balkan Institute (WEBIN).
-

ACHIEVEMENTS

Best Female Volunteer 2019, Youth Educational Club Synergy, Serbia

28/12/2019

Merit-based scholarship, International Business College Mitrovica, Kosovo

23/09/2016

Best Female Tennis Player 5 Times in a row, Serbia

2009 - 2011

- Won 5 finales in the category: Female tennis players to 12,14,16 years
-

ADDITIONAL SKILLS

IT skills: HTML, CSS, JavaScript programming in the sublime; GitHub (<https://github.com/AlexandraLazarevic>), bootstrap, web design.

Digital marketing skills: Google Ads, Social Media Management, Copywriting.

Graphic design skills: Adobe (Illustrator, Photoshop), Canva.

Driving licence: B.

Languages: English –fluent; Serbian (Croatian, Bosnian, Montenegrin) – native; French – fluent; Danish, Portuguese, Chinese and Spanish – beginner.
