




Uroš Đurović

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 B category

EDUCATION

Université Lumière Lyon 2

DEPARTMENT: Master 2 - Développement de Projets Artistiques et Culturels Internationaux

YEAR: 2019 – 2021.

University of Arts Belgrade

DEPARTMENT: UNESCO Chair for Cultural Policy and Management in Culture & Media

YEAR: 2019 – 2021.

Faculty of Political Sciences, University of Belgrade

DEPARTMENT: International Relations

YEAR: 2015-2019.

Valjevo Gymnasium, Valjevo

DEPARTMENT: Specialized Philology Class For English Language and Literature

YEAR: 2011 – 2015.

ONE-SEMESTRAL SCHOOLS

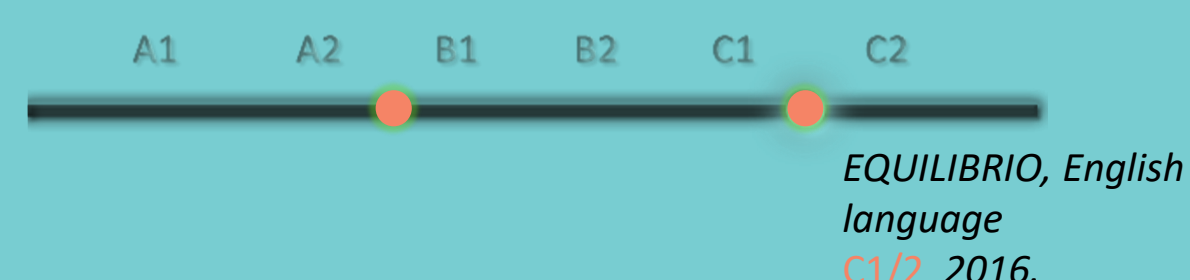
- *Introduction to Egyptology* (Museum of African Art) 2018.
- *School of Rhetoric and Public Speech* (Faculty of Political Sciences) 2017.
- *School of Media Literacy* (Social Margin Center) 2017.

AWARDS

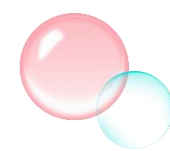
- Third place for communication strategy on CaseStudy #PRilika2018, *Društvo Srbije odnosa sa javnošću DSOJ* 2018.
- Second place on rhetorical competition Sirmium Lux Verbi 2017, *CATEGORY: ex tempore (improvisation)* 2017.

LANGUAGES

Diplôme d'études en langue française (DEL F) **B1** 2014.



RELEVANT WORKING EXPERIENCE



Creative Director

Museum of popular and subcultures

July 2020 - present

Creating, executing & team leading on the project *Camping the trash out* supported by *The Prince Claus Fund (Next Generation)* from Amsterdam. The position of creative director and project manager included creating and leading the outreach strategy of the project:

- Creating and maintaining public relations with 13 different media partners (including Danas, SeeCult, Zoomer etc);
- Leading the PR team of 11 volunteers and the Social Media team of 13 volunteers;
- Monitoring and evaluation of KPI of the external communication channels;
- Event management, corporative (Coca-Cola HBC Serbia) and partner organization (Božidarac 1947, Magacin Kraljevića Marka, Festival Dev9t...) account management;
- Art direction monitoring, design briefing and brand value-oriented management.



Digital Marketing Manager

Krupni plan - publishing

February 2021 – paused due to unpredicted circumstances

Leading social media channels (Facebook, Instagram) from the beginning: Brainstorming broader social media strategy; creating and designing community engaging posts; creating ads for Instagram and Facebook; delivering monthly reports with specific KPIs; communicating with followers.

Contact: Aleksandar Jovanović/Ana Pejović - vrlo.krupni.plan@gmail.com (Founders)



Internal Communication and Digital Marketing Assistant

Centre for Cultural Decontamination (CZKD) – NGO cultural organisation

January 2020 – January 2021.

- Assisting on the preparation & implementation of the project: *"Integrity and Authorship in Journalism in the Western Balkans"*, funded by the Human Rights Fund (2019-2021) / The Embassy of the Kingdom of Netherlands in Belgrade
- Communication with participants and lecturers (logistic and coordination).
- Leading digital communication channels (Facebook, Instagram and YouTube) and creating content;
- MailChimp news letter management.

Contact: Lola Joksimović (Strategic Manager) lola@czkd.org



Community Manager

Degordian – marketing agency

July 2018– June 2019.

- Creating monthly social media plans for various brands (NIS, Apatinska pivara, Metropolitan University, Sarantis, Intitute for Foreign Languages);
- Communication with audience via Facebook and Instagram and administrating their requests;
- Briefing designers for different social media formats and campaign needs;
- Delivering monthly reports with specific KPIs.

Contact: Dunja Vasić (Social Media Team Leader) dunja.vasic.810@gmail.com

SIMILLAR WORKING EXPERIENCE



Research Assistant

Museum of corruption (Zemunski mali umetnički centar ZMUC)

February 2020 – March 2020.

Researching and defining new concepts of corruption of culture, data, intitution, time and individuals within the previously defined methodological framework.

Contact: Goran Denić (Director) zmuc@zmuc.org



Lecturer & Researcher

Social Margin Centre i The Global Human Rights Forum

September 2017 - active

- Research in the field of popular culture, digital media, youth culture and media literacy;
- Lecture on the topic of Orientalism and Orientalist elements in popular music videos in the Balkans, with a review of their symbolism through the method of discourse analysis;
- Analysis and implication of the construct of practical orientalism" prof. Stef Jansen on the topic of media literacy and contemporary media topics.

Contact: Nemanja Marinović (the founder of The School of Media Literacy) - nemanja@e8.org.rs



Business & Communication Assistant

The School for Musicals "Eudven"

February 2017 – June 2018.

Assisting director in various jobs: digital marketing, PR, design, organization of events, creating business plans and strategies.

Contact : Lidija Vuletić (Founder and Director) eudven@gmail.com



Member of the Digital PR & Design Team

ESNBelUpGrade (Erasmus Student Network)

October 2016 – June 2017.

Intercommunication with students in exchange program; creating & designing promotional posters for Erasmus events.

Contact : Nemanja Marjanović (PR Team Leader) nemanja_jelovac@hotmail.com