



# MELISA ARAPOVIĆ- GRUBOR

## ABOUT ME

A Marketing Manager with expertise in BTL, PR, Social networks, combining experience in public relations, research, and crisis communication management to craft impactful marketing and Social Media strategies. Forever in love with writing, public relations, and the dynamic world of BTL, PR & Social Media.

## EDUCATION

### FACULTY OF POLITICAL SCIENCES SARAJEVO

Master of communication sciences (2016)

### FACULTY OF POLITICAL SCIENCES SARAJEVO

Bachelor of journalism (Faculty of Political Sciences Sarajevo) – 2004 – 2008

## SKILLS

|                      |           |
|----------------------|-----------|
| Social Media         | ● ● ● ● ● |
| Public Relations     | ● ● ● ● ● |
| Crisis Communication | ● ● ● ● ● |
| Content creating     | ● ● ● ● ● |
| BTL                  | ● ● ● ● ● |
| Research             | ● ● ● ● ● |

## CONTACT

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## EXPERIENCE

### PREFIX & WOMANCOMM.CLUB PR & BTL Manager

- Developing engaging events and experiences for WomanComm Club members.
- Creating workshops, educational sessions, Retreat Days, festivals, and influencer events.
- Building creative concepts that naturally integrate partner brands and products.
- Coordinate partners, suppliers, speakers, gifts, and event logistics.
- Manage invitations, member engagement, attendance, PR materials, and media outreach.
- Identify members' needs and translate them into relevant, high-value experiences.

### ASA BOLNICA Social Media Consultant and Content Creator

- 2022 - 2024
  - Writing health-related blog posts ([asabolnica.ba/blog](https://asabolnica.ba/blog))
  - Developing effective strategies, creating engaging content, optimizing Social Media channels, managing ads, and analyzing performance to maximize online presence.
  - Creating a "Disease Alphabet" (comprehensive illness guide)
  - Developing static content for the website
  - Drafting press releases for the media
  - Preparing employee interviews for specialized healthcare media

### MALI SLON Owner and Publishing Director

- 2021 - present
  - Developing small business - personalized books for children Mali slon ([www.malislun.ba](http://www.malislun.ba)). Developing strategies for growth, building Social Media presence, communication with clients and customers, creating content for Media, communication with journalists, creating Social Media content, maintaining website etc.

### AQUA DIGITAL Online and Social Media Specialist

- 2016 - 2018
  - Annual strategy and content plans creation for brands appearance on Social Media (for clients: **UNICEF BiH, Sparkasse Bank, Telemach, Heineken, Audi BiH, Coca Cola BiH**)
  - Preparation of strategies, sweepstakes, technical support, monitoring competitions, Creating viral campaigns, Facebook advertising, Facebook applications, Community Management, Customer training, Crisis communications on Social Networks.
- **UNICEF** – Digital transformation – creating strategy for digital channels in Bosnia and Herzegovina separately for every communication channel (Facebook, Instagram, Twitter, YouTube etc.), preparing proposal for website redesign, monitoring and reporting about the transformation. Budgeting and advertising, trainings for employees and young associates...

## EXPERIENCE

2015

### MITA GROUP

#### Social Media Executive – Online PR & Social Media Specialist)

- Annual strategy, administration and content plans creation for brands appearance on Social media channels (for clients: iNovine, Lutrija BiH, Mistral, PEZ, Philips...)
- Preparation of sweepstakes, technical support, monitoring competitions, Creating viral campaigns, Facebook advertising, Facebook applications, Community Management, Customer training, Crisis communications on Social Networks...

2010

### MITA GROUP

#### Account and PR Manager – (Online PR & Marketing Specialist)

Creating PR and marketing strategies, maintaining good relationships with media representatives, creating press releases and lobbying for their publication, Event organization, Market analysis, Brand analysis and strategic recommendation (for example PepsiCo, Pernod Ricard, AmEx, Argeta, Dukat, Privredna banka Sarajevo itd.);

**Creative solutions for events and workshops**, PR and Marketing Campaigns (BH Telecom, HUAWEI, Samsung, Visa, dm, Nestle, Japan Tobacco International, iNovine, Partnerstvo za zdravlje, Procter&Gamble, etc.);

**Writer/copywriting** (Radio jingles, Advertisements, Press releases, Event invitations, Newsletters and Professional blog posts, etc.)

**Strategic online PR** – Web print, Social media Management/Custom made content – Facebook and Twitter official accounts; Social media campaigns, (Dr. Pasha, Chupa Chups, Ballantine's, Absolut, Bakir Izetbegović, appssolut, Clipsy, Esse, Diva, Code, Philips, Dukat, happy, Pardon, Clipsy, PepsiCo BiH, etc.), TV ad adaption (Bonux, Wash & Go, Always, Old Spice, Naturella, etc.), Designing the appearance on social networks. Specialty – Crisis communication (PepsiCo, Argeta silver Euro Effie award in FMCG products category for "Odobrile mame" campaign).

Specialty - Design and execution of socially responsible campaigns (Nedim Foundation, SUMERO).

2009

### OXYGEN DOO

#### Journalist

- Writing articles and interviews, Editing beauty columns in the lifestyle magazine Magazin;
- Weekly magazine Weekend, Red Weekend – organising content, article and interviews writing, etc.
- [www.velikakuhinja.com](http://www.velikakuhinja.com) – Executive Editor - Active participation in development of the culinary community portals, Ergonomic development of the website and exploring new ways of communication, Co-implementing the Marketing plan for the development of a unique culinary community in Bosnia and Herzegovina. Giving statements to the media and TV appearance. Content organization, Designing the strategy of public relations and appearance on social networks, Blogging.

- Interested in writing, professional articles published in the media:

<http://www.media-marketing.com/kolumna/7047-sta-smo-naucili-o-drustvenim-mrezama-u-2013-godini-i-sta-mozemo-ocekivati-u-2014.html>

<http://www.media-marketing.com/kolumna/8453-njegovo-velicanstvo-hashtag.html>

- <http://www.netokracija.com/drustvene-mreze-2014-64175>

2005

### PULS DOO

#### Field Manager

2008

Participation in all types of research (Field, Face-to-face interview, CATI, Mystery shopping, Online research) and evaluation, both quantitative, qualitative and their combination. The creation and design of the research, field implementation and analysis of the resulting data, reporting and presentation of research results.

## SKILLS

Working with clients on PR and social media strategy creation and development.

Participated in and implemented market analysis and competitive research.

Developed and maintained websites and managed client image creation.

Corporate PR activities, including writing, communications, and lobbying for publications.

Contributed to resolving crisis communications for the brand Argeta, leading to a Gold Award for PR Crisis Communication at the No Limit Sarajevo Advertising Festival.

Maintained strong relationships with the press, including drafting press releases and editorials.

## SOCIAL SKILLS AND ABILITIES

A skilled communicator with strong literacy and a passion for reading. Professionally interested in consumer profiling, behavior analysis, and the impact of social environments. A dedicated team player in professional settings, highly objective, strategic, and visionary. Innovative and creative, with the ability to identify emerging trends. A meticulous worker with a willingness to learn on the job. Personally, I value quality work and long-term goals over short-term gains.

During my time at MITA Group, I contributed to the development and organization of numerous events, including press conferences, educational conferences with accompanying post-event activities (e.g., entertainment), and journalist networking gatherings.

## MOTIVATIONAL LETTER

***Marketing, communication, and the digital world are my calling. From journalism to managing campaigns, I have experienced everything that a marketing agency can offer. Now, I would love to channel this knowledge and energy towards new challenges – precisely within your team.***

Writing has always been my passion, which has developed alongside me, naturally guiding me towards the Faculty of Political Sciences, Department of Journalism. My first journalistic stories were the foundation of my professional journey, which further shaped through an interest in advertising and communications. After graduation, I immediately continued my education in a Master's program in Communication, where my focus further shifted to the promotional power of social media, which was also the topic of my research project.

My first professional experience was gained at the MITA Group agency, where I had the opportunity to work in a dynamic environment, learn from experienced colleagues, and develop key skills in public relations and digital marketing. This agency was not just a workplace, but also an environment that allowed me to grow both professionally and personally. In addition to gaining invaluable experience, I was fortunate to work with people who became my friends.

Over seven years, I gained extensive experience and skills in project management, creating communication strategies, handling crisis situations, and managing digital campaigns. Agency work has shaped me into a person who effectively manages stress, prioritizes tasks, and strategically uses all available tools to achieve optimal results. While my agency experience provided me with rich knowledge, my passion for public relations and strategic communication always leads me to new challenges. My goal is to continue improving in this field, with a special focus on digital trends and innovative approaches to communication. I am convinced that quality communication is the foundation of every brand's success, and I want to direct my experience and knowledge towards creating efficient strategies that deliver the best results.

From writing journalistic articles and interviews, to creating press releases, organizing events, conceptualizing and managing offline and online campaigns, and even conducting press conferences – I have been through all the services that a marketing agency can offer. Now, I would love to direct my knowledge, effort, and experience towards new challenges in your company, learn from the best, and experience firsthand what it is like to be on the other side – on the client's side. Although I have partially experienced this aspect through managing my own business, I believe that working in a large system is an invaluable opportunity for further growth, development, and collaboratively creating successful stories.

I hope you will be curious enough to consider me as a potential candidate for the position of Online Marketing and Social Media Consultant – because I believe that together, we can create stories that inspire.

Respectfully,  
Melisa Arapović-Grubor