

CURRICULUM VITAE

Name Gordana Bekčić Pješčić
Present position Independent Consultant (entrepreneur, GBP Consulting)
Date of birth July 29th 1972
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KEY QUALIFICATIONS

- 15 years of experience in the public relation and communication sector
- High expertise in PR and strategic communication; High expertise in PR in government sector, awareness campaigns, personal PR of the of the government institution's official, writing communication strategies and communication guidelines;
- Trainer in the National Academy for Public Administration;
- Communication consultancy in the international donor projects (EU IPA, USAID, GGF UK);
- High expertise in Serbian Language and Literature
- High expertise in US Studies
- Mentorship to young people from national minority communities

EDUCATION

Academic Qualifications

- 2018 **PhD (USA Studies)**, Faculty of Political sciences, Belgrade University, Serbia
PhD Thesis: *Political and Legal Values of the USA in the light of the American Critical Thinking*
- 2011 **MA (USA studies)**, Faculty of Political sciences, Belgrade University, Serbia
Paper: *Revolutionary Aspects of the American Statehood*
- 2008 **Specialist (USA Studies)**, Faculty of Political sciences, Belgrade University, Serbia
Paper: *Political Anthropology of the Federalist Papers*
- 1998 **BA** (Serbian language, literature & general literature), Faculty of Philology, Belgrade University, Serbia
Paper: *The Chronotope of a Journey in the Novels of Jakov Ignjatovic*

Alternative Studies

- 2018 Project Cycle Management (for EU IPA funded project)
- 2014 London School of Public Relations, Belgrade
- 2013 PR Manager training (Balkan Media Team, Belgrade)
- 2007 Olympia Summer School in War, Violence and Identity (Kokkalis Foundation & Yale University (USA))
- 2001 Gender and Culture Specialist, Alternative Academic Educational Network, Belgrade Gender and Culture
Final paper: Internet Culture as a part of the Globalization Process

EMPLOYMENT RECORD AND PROFESSIONAL EXPERIENCE

- Feb 2019 Intellectual Services**
Client: Institute for Contemporary Education, Link Group
Assignment: Capacity building of the teaching staff (lectures)
- Oct/Dec 2018 Communication Consultant**
Client: UNDP
Project: Strengthening the oversight function and transparency of the Parliament
Assignment: Collecting inputs and creation of recommendations related to the self-assessment Toolkit for Gender Equality, creation of recommendation for communication of Women's Parliamentary Network, creation of the web content;
- Mar/Nov 2018 Communication Consultant**
Client: Swiss Cooperation Office
Assignment: Communication consultancy for the client
- Aug 2018/Oct 2018 Communication Expert**
Client: Ministry of Public Administration and Local-Self Government
Project: Rightsizing and Restructuring of the Public Administration in the Republic of Serbia
EU IPA 2014, implemented with the support of the World Bank

Assignment: Coordination and supervision of the promotional material production

Feb/July 2018	<p>Strategic Communication Expert (Change Management Support Team, CMST) Client: Ministry of Public Administration and Local-Self Government Project: Rightsizing and Restructuring of the Public Administration in the Republic of Serbia EU IPA 2014, implemented with the support of the World Bank Assignment: Design of the “Change Management Strategic Communication Framework”; Design and delivering of “Change Management” training module in collaboration with the project Team Leader; design of the 6 documents “State of Communication” in relevant line ministries; expert support to the design of documents designed by other experts in the CMST; coordination and supervision of the promotional material production: Coordination and supervision of the creation of “Change Management” newsletter (delivered to public administration employees); Restructuring of the web site „Upravljanje promenama“; Design of the project blog; creation of three articles for the blog “Upravljanje promenama”; Supervision of Junior Communication Consultant</p>
May 2018	<p>STE Consultative Services Client: Tourist Organization of the City of Banja Luka Project: International Conference of Tourism and Investment Assignment: Event Management</p>
May 2018	<p>STE Consultative Services Client: Office for Cooperation with Civil Society Project: Europe for Citizens (EFC) Assignment: Creation of EFC promotional video clip</p>
Dec 2017/July 2018	<p>National Consultant Client: European Policy Centre Project: „Human Resource Management in state administration “ Donor: Good Governance Fund (GGF) of the United Kingdom Beneficiary: Ministry of Public Administration and Local Self-Government Assignment: Development of the communication and awareness raising campaign on managerial responsibility within state administration (preparation of a communication plan, selection of target groups); Implement individual elements of the campaign (brochures, video material)</p>
Oct/Dec 2017	<p>STE Consultative Services Client: Blumen group Assignment: Expert support and consultancy</p>
Nov 2016/July 2017	<p>Team Leader Client: City of Pančevo Project: Creation of the document “Communication Strategy of the City of Pančevo” Assignment: Team management, coordination and supervision of the team of three communication experts, design and delivering of trainings for the city administration employees; design and delivering of four focus groups; coordination and supervision of the survey conducted in the local self-government of Pančevo, collecting the data, design of narrative report; event management; design of the strategic document; organization of closing conference;</p>
Dev2016/Jan 2017	<p>Intellectual Services Client: Council of Europe (CoE) Project: Human Resource Management in the Local Self-Government Donor: EU and CoE Beneficiary: Ministry of Public Administration and Local Self-Government Assignment: Design of the Communication and Visibility strategy for the project</p>
Dec2016/June 2017	<p>National Consultant Client: European Policy Centre Project: „Strengthening human rights and reducing discrimination towards vulnerable groups through supporting implementation of anti-discrimination legislation “ Donor: Good Governance Fund (GGF) of the United Kingdom Beneficiary: Office of the Commissioner for the Protection of Equality Assignment: Design of the communication and awareness raising campaign direct to the general public; implementation of the individual elements of the awareness campaign for selected target groups posters with key messages, leaflets, promo-videos for online and media broadcasting; event management (organization of the closing conference, coordination and supervision);</p>
May2016/Dec 2017	<p>National Consultant Client: European Policy Centre Project: „Achieving Good Governance Through Citizen Oriented Administration “</p>

Donor: Good Governance Fund (GGF) of the United Kingdom

Beneficiary: Ministry of Public Administration and Local Self-Government

Assignment: Development of the communication and awareness raising campaign and individual elements of the campaign; support to the beneficiary in the implementation of the campaign; coordination and supervision of the promotional material production (posters with key messages, leaflets for local public servants, promo-videos for online and media broadcasting; animated videos); event management (design, preparation and support the delivery of a series of six consultative meetings with the different stakeholders crucial to the implementation of LGAP); coordination and supervision of the upgrading of the existing web portal www.dobrauprava.gov.rs; web site content;

June 12/May 2016 **Advisor for Communication Planning and Promotional Activities**

Employer: Office for Cooperation with Civil Society, Government of the Republic of Serbia,

Assignment: Establishment of communication strategy of the Office, raising awareness campaign about civil society, strategic communication of the Office, coordination, supervision of communication activities, implementation of communication activities within EU IPA project in the Office EU (Support to the Office for Cooperation with Civil Society), implementation of communication activities within USAID “Civil Society Enabling Environment” project, mentorship in two six month terms, several web site development, creation of web site content, web site administration, event management, social media administration, personal PR

June 13/Dec 2016 **Editor**

Client: Most Art publishing

Assignment: Editing, proof reading, visibility communication strategy of the company

Note: Voluntary work

Sep 2002/Mar 2012 **PR Manager**

Employer: Absolut OK, Belgrade

Assignment: Assignment: Company promotion, Correspondence, Event management, PR, HR

July 2002/Feb 2006 **PR Assistant**

Client: Yugoslav Internet Provider Association

Assignment: Press release, event management, public relation activates, raising awareness campaign, office management

Note: Voluntary work

May 2003/Sep 2003 **PR Manager**

Client: Jednake mogućnosti, local NGO

Assignment: Press release, Raising awareness campaign, media coverage, Event management

July 1999/Sep 2002 **Warehouse Manager**

Employer: International Committee of the Red Cross, Delegation Belgrade

Assignment: Medical humanitarian aid distribution in Serbia, Office management

Aug 1998/Dec 1998 **Operative Editor**

Employer: Književna opština Vršac publishing KOV

Assignment: Editing; Promotion of books and authors, PR duties; Event management

Nov 1996/May1997 **Warehouse Manager**

Employer: Pharmaciens Sans Frontieres, Clermont Ferrand, Bosnia and Herzegovina

Assignment: Medical humanitarian aid distribution and logistics in Western Bosnia, Office and warehouse management, consecutive translator

LANGUAGE

	Speaking	Writing	Reading
Serbian/Bosnian	Native	Native	Native
English	Fluent	Fluent	Fluent
Russian	Good	Fluent	Fluent

OTHER RELEVANT INFORMATION

- Author of the book: *Od ideje do slobode. Revolucionarni aspekti američke državotvornosti* (Zemun, 2011, ISBN: 9788684149451)
- Co-author of the *Guidelines for the usage of social networks in the public administration institutions*, Ministry of Public Administration and Local Self-government
- Member of the Serbian Public Relation Society (member of Management Board 2015-2018), [DSOJ](#)
- Member of the International Public Relation Association, [IPRA](#)

SELECTED PUBLICATIONS

- Book: Od ideje do slobode. Revolucionarni aspekti američke državotvornosti (ISBN: 9788684149451)
- Kontroverza u natalnom horoskopu, Politika Daily, November 10th 2018
- Licence to ignorance
- PR in public administration: greater recognition is overdue
- The cultural shaping of the virtual and wireless space, 2015, Media Art
- Multilingualism in the media content, Media Art Content
- United States Ideological Legacy in the Flat World, Original Scientific Paper
- Superpower: Three Choices for America's Role in the World (book review), June 2016, Godišnjak, Faculty of Political Sciences, University of Belgrade, year X / No.15
- Original Scientific Paper, Creation of the United States of America – the first media aided political campaign,
- Article, Purpose of reading
- Životi drugih ili o pričanju, Link magazine, No. 99, June 2012, XI, p.31 (essay about Ira Glasa and radio show This American Life)

CONFERENCES

- **PRilika2018**, The Art of Communication, Serbian Public Relations Society, Belgrade, November 22nd, 2018
- **Cultural and Historical Heritage of Serbia Abroad**, 8th International Conference, Belgrade, September 21st, 2017 (speaker)
- **PRilika2017**, The Art of Communication, Serbian Public Relations Society, Belgrade, December 6th, 2018
- **BledCom2017**, 24th International PR Research Symposium, Bled, Slovenia, 28-30th June, 2017 (speaker)
- **Cultural and Historical Heritage of Serbia Abroad**, 7th International Scientific Conference, Institute of International Politics and Economics, Belgrade, September 21st - 23rd 2016 (speaker)
- **PRilika2016**, Serbian Public Relations Society, <http://prilika.pr.org.rs/>, 2-3rd December, 2016 (Member of the Management Board)
- **PRilika2015**, Serbian PR Association, <http://pr.org.rs/prilika-2015/>, November, 2015 (speaker)
- **The Roles and Responsibilities of the US and Europe in Changing World Order: Evaluating the Political, Economic and Cultural Dimensions**, Washington, New York, International Conference, Institute for Cultural Diplomacy, (paper, *United States ideological legacy in the flat world*, June 2013, www.culturaldiplomacy.org (speaker)
- **The Use of Cultural Diplomacy by US Foreign and Defense Agencies** (An Interdisciplinary Exploration of its Importance, Successful Applications, & Best Practices Institute for Cultural Diplomacy, Washington, USAA, May 2011, www.culturaldiplomacy.org (paper, *Creation of the USA, the first media aided political campaign*) (speaker)
- **A World without Walls**, An International Conference on Peace building, Reconciliation, and Globalization in an Interdependent World, December, 2010, Institute for Cultural Diplomacy, Berlin, Germany (participant)
- **Olympia Summer Seminar**, War, Conflict and Identity, Olympia, Kokkali's Foundation, in cooperation with the Yale University, July 2007, (student) www.olympiasummeracademy.org

March 2019