

Lucija Živković

Date of birth: 17/04/1998 | **Nationality:** Croatian | **Gender:** Female | **Phone:** (+385) 31 224 559
Email: lzivkovic@pravos.hr | **LinkedIn:** <https://www.linkedin.com/in/lucija-živković-42b38718b>
Address: 32280, Croatia (Home)

WORK EXPERIENCE

UNIVERSITY TEACHING AND RESEARCH ASSISTANT - FACULTY OF LAW OSIJEK

01/03/2024 - Present

- Preparing presentations, teaching materials and other instructional resources
- Conducting practical classes and seminars for students, providing additional explanations and support in understanding course content
- Preparing examinations
- Participating in research projects
- Participating in the preparation and writing of scientific papers
- Participating in administrative activities
- Holding consultations with students
- Participating in educational programmes

DIGITAL MARKETING ASSISTANT - ESCAPE D.O.O.

01/08/2021 - 14/02/2024 - Osijek, Croatia

- Social media management
- Conducting social media marketing campaigns
- Preparing reports
- Competitor monitoring
- Market analysis
- Identifying target audiences
- Creating buyer personas
- Conducting SWOT analyses
- Defining SMART objectives
- Collaborating with influencers
- Community management

STUDENT TEACHING ASSISTANT TO PROF. DAVORIN TURKALJ, PhD - DEPARTMENT OF MARKETING, FACULTY OF ECONOMICS IN OSIJEK

05/10/2019 - 06/06/2022 - Osijek, Croatia

Courses: Multimedia Marketing, E-Business, Services Management, Financial Services Marketing, Advertising

- Assisting in course delivery
- Keeping records of student activities
- Communicating with students and informing them about assignments set by the course instructor

SOCIAL MEDIA MANAGER FOR THE CREATIVE INDUSTRY POPULARISATION SYMPOSIUM - CREATIVE TREASURY 2022: HYDROGEN CREATIVITY - FACULTY OF ECONOMICS IN OSIJEK

15/02/2022 - 15/05/2022 - Osijek

- Creating video content and visuals and writing social media copy
- Monitoring key metrics on the Creative Treasury Facebook and Instagram profiles
- Coordinating with the Multimedia Committee to align the promotional strategy

ADMINISTRATIVE ASSISTANT - TSV D.O.O.

01/07/2021 - 31/03/2022 - Osijek, Croatia

- Preparing invoices for wholesale and retail transactions
- Preparing inter-warehouse transfer documents
- Maintaining regular communication with the Sales Department

PROMOTER - BRANDIAC KOMUNIKACIJE D.O.O.

02/10/2019 - 03/10/2019 - Zagreb

- Promoting food products and communicating with potential customers
- Collecting customer feedback

EDUCATION AND TRAINING

DOCTORAL CANDIDATE IN THE INTERDISCIPLINARY DOCTORAL STUDY PROGRAMME "EUROPEAN STUDIES" - DOCTORAL SCHOOL, JOSIP JURAJ STROSSMAYER UNIVERSITY OF OSIJEK

21/02/2025 - Present - Osijek, Croatia

Website: <https://doktorska.unios.hr/index.php/europski-studiji/>

Field of study: Economics

COMMUNICATION SKILLS - LONDON SCHOOL OF PUBLIC RELATIONS

28/09/2023 - 02/01/2024 - Zagreb, Croatia

Modules included in the programme: Reputation Management and Personal Branding, Rhetoric and Society, Communication Planning and Structuring, Negotiation and Persuasive Communication, Written Communication, Media Relations, Non-verbal Communication and Business Attire, Internal Communication

- TV training workshops mentored by Davor Stanković and presentation skills workshops mentored by Assoc. Prof. Gabrijela Kišiček, PhD

MASTER OF ECONOMICS - FACULTY OF ECONOMICS IN OSIJEK, JOSIP JURAJ STROSSMAYER UNIVERSITY OF OSIJEK

12/10/2020 - 23/09/2022 - Osijek, Croatia

- Completed the graduate study programme in Marketing
- Master's thesis: The Impact of Sound on Consumer Behaviour, supervisor: Prof. Davorin Turkalj, PhD
- Weighted grade point average: 4.73

REROOT SUMMER SCHOOL OF MARKETING - REROOT D.O.O.

15/05/2022 - 15/08/2022 - Osijek

Mentor: Ana Kovačić, Master of Economics

- Writing social media copy
- Creating static visuals using the Canva graphic design platform
- Preparing social media reports
- Participating in content production and filming for TikTok

SOCIAL MEDIA MARKETING - LONDON SCHOOL OF PUBLIC RELATIONS

28/04/2022 - 05/06/2022 - Osijek, Croatia

Modules included in the programme: Introduction to Social Media Marketing and Communication, Social Media Management, Instagram, TikTok, Product Branding for Social Media, Visual Identity on Social Media, LinkedIn, Crisis Communication on Social Media, Social Media Advertising, Google Advertising, Social Media Performance Measurement, and a Mobile Photography Workshop

SOCIAL MEDIA BRANDING

02/10/2020 - 09/10/2020

Training on branding methods on social media through Facebook and Instagram profiles.

Course delivered by Different.hr - Mirko Logožar.

UNIVERSITY BACHELOR OF ECONOMICS - FACULTY OF ECONOMICS IN OSIJEK, JOSIP JURAJ STROSSMAYER UNIVERSITY OF OSIJEK

02/10/2017 - 01/10/2020 - Osijek, Croatia

- Completed the undergraduate study programme in Marketing
- Bachelor's thesis: Advertising through User-Generated Content, supervisor: Prof. Davorin Turkalj, PhD

MATIJA ANTUN RELJKOVIĆ GRAMMAR SCHOOL

01/09/2013 - 07/06/2017 - Vinkovci, Croatia

LANGUAGE SKILLS

Mother tongue: Croatian

English: Listening C1 | Reading C1 | Spoken production C1 | Spoken interaction C1 | Writing C1

Levels: A1 and A2: Basic User; B1 and B2: Independent User; C1 and C2: Proficient User

NETWORKS AND MEMBERSHIPS

MEMBER OF THE EFOS ALUMNI ASSOCIATION - FACULTY OF ECONOMICS IN OSIJEK

07/11/2022 - Present

SECRETARY OF THE MARKETING STUDENTS' ASSOCIATION - META - FACULTY OF ECONOMICS IN OSIJEK

06/10/2019 - 07/06/2022

- Implementation of the humanitarian project Svoj za svoga and the online panel MAMarketing

DRIVING LICENCE

Driving licence: Category B

CONFERENCES AND SEMINARS

WEEKEND MEDIA FESTIVAL

- Active participation in workshops and lectures delivered by marketing professionals
- Rovinj, Croatia

WAVE 4 TOURISM

- Active participation in a conference focusing on sustainable, digital and luxury tourism
- Opatija, Croatia

INTERNATIONAL CONFERENCE OF TOURISM AND HOSPITALITY STUDENTS - MEKST

- Active participation in an international conference in the fields of tourism, hospitality and marketing held at the Master Congress Centre
- Novi Sad, Serbia

YOUTH IN CULTURE - ERASMUS+ PROGRAMME

- Received a certificate of appreciation for contributing to the development of the Cultural Development Strategy of the City of Osijek through participation in a sectoral discussion within the Youth in Culture Erasmus+ project
- Project Manager: Irena Mikulić
- Head of the Department of Culture of the City of Osijek: Danijela Klobučar, Master of Economics
- Osijek, Croatia

EUROPEAN EFOS WEEK

- Participation in panel discussions and workshops and attendance at lectures delivered by the representative of the European Commission in Croatia, Branko Baričević, MSc
- Osijek, Croatia

PROJECTS

CASE STUDY - FAKS HELIZIM

10/10/2021 - 31/01/2022

Won 1st place in a student competition involving the solution of a business case and the development of marketing strategies for Saponia d.d., as part of the Marketing Strategies course at the Faculty of Economics in Osijek, co-organised with the Croatian Marketing Association (CROMAR).

Mentor: Prof. Marija Ham, PhD

MARKETING PLAN - ASTRO GARDEN

26/02/2021 - 02/06/2021

Won 1st place for developing a marketing plan for a children's play centre (business clients: Karla Bogdan and Dino Homan) as part of the Marketing Planning course.

Mentor: Prof. Helena Štimac, PhD

I - AN EU CITIZEN

28/01/2019 - 05/06/2019

Won 1st place in a project aimed at contributing to the formation of public opinion on the European Union, carried out in cooperation with the Regional Development Agency of Slavonia and Baranja and Europe Direct Osijek.

Mentor: Assoc. Prof. Anita Freimann, PhD

HONOURS AND AWARDS

RECTOR'S AWARD

Received the Rector's Award for an outstanding seminar paper in the Marketing Strategies course entitled "Saponia - Faks Helizim" (2021).

Mentor: Prof. Marija Ham, PhD

RECOMMENDATIONS

RECOMMENDATION FROM PROF. DAVORIN TURKALJ, PhD

Academic recommendation by Prof. Davorin Turkalj, PhD, for academic engagement based on active participation in the teaching process, highlighting a diligent approach, readiness to take on intellectual challenges, and a strong work ethic (November 2023).

RECOMMENDATION FROM PROF. MARIJA HAM, PhD

Academic recommendation by Prof. Marija Ham, PhD, recognising a highly dedicated and responsible approach to work tasks, adaptability, willingness to learn and acquire new skills, as well as successful completion of a business case demonstrating a strong inclination towards research work (November 2023).

RECOMMENDATION FROM ASSOC. PROF. ANITA FREIMANN, PhD

Academic recommendation by Assoc. Prof. Anita Freimann, PhD, and Branko Baričević, MSc, Head of the European Commission Representation in Croatia, recognising placement among the top 5% of students in the Macroeconomic System of the European Union course for the successful implementation of the "I - an EU Citizen" project (June 2019).

DIGITAL SKILLS

- Proficient use of computers and MS Office software in professional work
- Gained experience using CARNET's distance-learning platforms Loomen and Merlin while updating course materials as a student teaching assistant
- Regular use of Slack and Monday for online teamwork and work organisation during employment in a digital marketing agency, as well as Canva for graphic design