

Lucija Živković

Year of birth: 1998 | Nationality: Croatian | Gender: Female

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WORK EXPERIENCE

1 Mar 2024 – Present Teaching and Research Assistant | Faculty of Law Osijek

- Preparing presentations, materials and other teaching resources
- Leading practical classes and seminars, explaining course content and supporting students
- Preparing examinations
- Participating in research projects and writing academic papers
- Performing administrative duties, holding student consultations and participating in training programmes

1 Aug 2022 – 2023 Digital Marketing Assistant | Escape d.o.o., Osijek, Croatia

- Managing social media accounts
- Writing social media copy and implementing campaigns
- Preparing reports on clicks, conversions and reach; monitoring competitors and analysing markets
- Identifying target audiences, creating buyer personas, conducting SWOT analyses and defining SMART goals
- Working with influencers, participating in Instagram and TikTok shoots, and managing online communities

5 Oct 2019 – 6 Jun 2022 Student Teaching Assistant to Professor Davorin Turkalj | Department of Marketing, Faculty of Economics and Business in Osijek

Courses: Multimedia Marketing, E-Business, Service Management, Marketing of Financial Services and Advertising.

- Assisting with course delivery and recording student activities
- Communicating with students about assignments set by the course instructor

15 Feb 2022 – 15 May 2022 Social Media Manager, Creative Treasury 2022: Hydrogen Creativity | Faculty of Economics and Business in Osijek

- Creating videos and visual content and writing copy
- Monitoring key Facebook and Instagram metrics
- Coordinating with the Multimedia Committee to align the promotional strategy

1 Jul 2021 – 31 Mar 2022 Administrative Assistant | TSV-Trgovina d.o.o., Osijek, Croatia

- Preparing invoices for wholesale and retail transactions and issuing interwarehouse transfer documents
- Responding to customer invoice enquiries and communicating regularly with the sales department
- Updating product prices in the system and adjusting invoices to current price lists

2 Oct 2019 – 3 Oct 2019 Promoter | Brandiac Komunikacije d.o.o., Zagreb, Croatia

- Promoting food products, speaking with prospective customers and collecting customer feedback

EDUCATION AND TRAINING

28 Sep 2023 Communication Skills | London School of Public Relations, Zagreb, Croatia

Modules: 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; and Internal Communication.

- Includes television presentation training with mentor Davor Stanković and presentation skills workshops with Associate Professor Gabrijele Kišiček, PhD

12 Oct 2020 – 23 Sep 2022 Master's Degree in Economics | Faculty of Economics and Business in Osijek, Josip Juraj Strossmayer University of Osijek

- Graduate programme in Marketing
- Master's thesis: The Influence of Sound on Consumer Behaviour; supervisor: Professor Davorin Turkalj, PhD
- Weighted grade average: 4.73

15 May 2022 – 15 Aug 2022 ReRoot Summer School of Marketing | ReRoot d.o.o., Osijek

- Writing social media copy and reports, designing static graphics in Canva and participating in TikTok shoots

28 Apr 2022 – 5 Jun 2022 Social Media Marketing | London School of Public Relations, Osijek, Croatia

Modules: Introduction to Social Media Marketing and Communication; Social Media Management; Instagram; TikTok; Product Branding for Social Media; Visual Identity; LinkedIn; Crisis Communication; Social Media Advertising; Google Advertising; Social Media Performance Measurement; and a Mobile Photography Workshop.

2 Oct 2020 – 9 Oct 2020 Social Media Branding

Training in branding through Facebook and Instagram, delivered by Different.hr – Mirko Logožar.

2 Oct 2017 – 1 Oct 2020 Bachelor's Degree in Economics | Faculty of Economics and Business in Osijek, Josip Juraj Strossmayer University of Osijek

- Undergraduate programme in Marketing
- Bachelor's thesis: Advertising Through User-Generated Content; supervisor: Professor Davorin Turkalj, PhD

• 1 Sep 2013 – 7 Jun 2017 Matija Antun Reljković Grammar School | Vinkovci, Croatia

LANGUAGE SKILLS

Native language: Croatian. English: C1 in listening, reading, spoken production, spoken interaction and writing (CEFR).

NETWORKS AND MEMBERSHIPS

7 Nov 2022 – Present Member, EFOS Alumni Association | Faculty of Economics and Business in Osijek

6 Oct 2019 – 7 Jun 2022 Secretary, META Marketing Student Association | Faculty of Economics and Business in Osijek

- Implemented the Svoj za svoga charity project and organised the MAMarketing online panel

DRIVING LICENCE

Category B.

CONFERENCES AND SEMINARS

Weekend Media Festival | Rovinj, Croatia

Participated in workshops and attended presentations by marketing professionals.

Wave 4 Tourism | Opatija, Croatia

Participated in a conference on sustainable, digital and luxury tourism.

International Conference of Tourism and Hospitality Students (MEKST) | Novi Sad, Serbia

Participated in the international conference on tourism, hospitality and marketing at the Master Congress Centre.

Youth in Culture, Erasmus+ Programme | Osijek, Croatia

Received a certificate of appreciation for contributing to the Cultural Development Strategy of the City of Osijek through a sectoral discussion within the Youth in Culture project. Project leader: Irena Mikulić; Head of the City of Osijek Department of Culture: Danijela Klobučar, Univ. Mag. Oec.

European EFOS Week | Osijek, Croatia

Participated in panel discussions and workshops and attended lectures by Branko Baričević, MSc, representative of the European Commission in Croatia.

PROJECTS

10 Oct 2021 – 31 Jan 2022 Case Study – Faks Helizim

First place in a student business case competition developing marketing strategies for Saponia d.d., within the Marketing Strategies course at the Faculty of Economics and Business in Osijek, co-organised with the Croatian Marketing Association (CROMAR). Mentor: Professor Marija Ham, PhD.

26 Feb 2021 – 2 Jun 2021 Marketing Plan – Astro Garden

First place for developing a marketing plan for a children's play centre (business clients: Karla Bogdan and Dino Homan) within the Marketing Planning course. Mentor: Professor Helena Štimac, PhD.

28 Jan 2019 – 5 Jun 2019 I – am EU Citizen

First place in a project intended to help shape public opinion about the EU, in cooperation with the Regional Development Agency of Slavonia and Baranja and Europe Direct Osijek. Mentor: Associate Professor Anita Freimann, PhD.

AWARDS AND DISTINCTIONS

2021 Rector's Award

Awarded for an outstanding seminar paper in the Marketing Strategies course, titled "Saponia – Faks Helizim".
Mentor: Professor Marija Ham, PhD.

RECOMMENDATIONS

November 2023 Recommendation from Professor Davorin Turkalj, PhD

Academic recommendation recognising active involvement in teaching, diligence, readiness for intellectual challenges and a strong work ethic.

November 2023 Recommendation from Professor Marija Ham, PhD

Academic recommendation recognising a dedicated and responsible approach to work, adaptability, willingness to learn and acquire new skills, and research aptitude demonstrated in a successful business case project.

June 2019 Recommendation from Associate Professor Anita Freimann, PhD, and Branko Baričević, MSc

Academic recommendation from the course instructor and the Head of the European Commission Representation in Croatia, recognising placement among the top 5% of students in the European Union Macro-System course for successful completion of the "I – an EU Citizen" project.

DIGITAL SKILLS

- Proficient in the use of computers and Microsoft Office software
- Experience updating teaching content on the CARNet distance learning platforms Loomen and Merlin
- Regular use of Slack and Monday for online team coordination, and Canva for graphic design in digital marketing work