CURRICULUM VITAE

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| PERSONAL INFORMATION | Anja Ilc  |
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| WORK EXPERIENCE |   |

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| 1/2015–8/2017 | Independent PR Adviser, Writer, Storyteller, Coach, Digital Marketing & Social Media Manager |
| Visartis d.o.o. (Slovenia)  |
| * advising on and execution of various public relations projects as well as digital communication, marketing and event management activities in the field of education, business and NPO. Some of the clients: [Bion.si](http://bion.si/en/), [Technology park Ljubljana](http://www.zavod-ccc.org/))
* CRM (B2B and B2C) advising and preparing of communication strategies for various target groups
* SEO optimization
* copywriting, writing articles
* preparing of newsletters and organising the subscribers base (data management)
* communication with media, media agencies and potential advertisers
* events, workshops, education seminars...
* managing and heading workshops (learning how to learn - learning coaching, PR activities, pitching)
* translating and interpreting
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| 2007–1/2015 | Digital Media Editor-in-Chief, PR and Marketing Project manager |
| Menea d.o.o. (online publishing), Ljubljana (Slovenia)  |
| * setting up, overseeing and managing online publications targeting different interest groups of users: technology, lifestyle and domestic
* managing and promoting first slovenian online store <http://www.enaa.com/>
* planing, researching, writing, translating and editing the content (SEO guidelines)
* creating weekly newsletters for lifestyle, techno and business users
* overseeing statistics, visitors behaviour and their responsiveness
* media planning, creating content marketing items and project for key accounts (Microsoft, HP...)
* using CRM tools to build customer relations
* public relations and communication with other media and digital agencies
* social media marketing
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| 2005–2007 | Editor-in-chief |
| Info TV (commercial broadcaster), Ljubljana (Slovenia)  |
| * setting up and managing all the operations needed for the 24 hour news programme to be functioning 7 days a week
* recruiting assistants, journalist, proof-readers, presenters and other staff
* creating and sustaining the editorial policy
* reviewing news stories (items), cross-checking facts, controlling grammar
* motivating staff, developing new approaches
* overseeing video-editing if news items
* handling complaints and taking responsibility for issues
* authorising the finalized items before being broadcasted
* generating new ideas
* taking care of problematic stories
* dra​wing up budget
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| 2001–2005 | Eurovison (international) news exchange department editor |
| RTVS (Radio-television Slovenia) - national broadcaster, Ljubljana (Slovenia)  |
| Exchanging news items inside the EBU network as well as providing video (and textual) material to other news agencies (Reuters, APTN...) if needed. Planning video coverage of events required by international partners and news agencies. |

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| 1998–2001 | Copywriter |
| RTVS (Radio-Television of Slovenia) - national broadcaster, Ljubljana (Slovenia)  |
| Marketing department:* copywriter (advertisements, promotional projects)
* production organization (TV commercial)
* production assistant (TV commercials)
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| 1996–1998 | Journalist and TV presenter |
| TV3 (commercial broadcaster), Ljubljana (Slovenia)  |
| * Author, screenwriter and TV presenter (morning programme, music shows)
* Journalist
* Translator
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| 1995–1996 | Journalist |
| Kanal A (commercial broadcaster), Ljubljana (Slovenia)  |
| journalist, news writer |

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| 1992–1994 | Telesales and sales assistant |
| Debrett's Who is Who and Pied'a'Terre, London (United Kingdom)  |
| telesales and direct sales activities |

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| 1991–1993 | Journalist |
| Radio Kranj (local radio station), Kranj (Slovenia)  |
| radio presenter; news reader​​ |

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| 1991–Present | OTHER BUSINESS ACTIVITIES |
| * Translating for RTVS (Radio-television Slovenia)
* Translating and writing for magazine Slovenia Times
* Translating for translation agencies Multilingual and TranslateMedia
* Teaching English individually and managing group english classes for children and adults
* Helping children and adults with learning difficulties - volunteering
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| EDUCATION AND TRAINING |   |

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| 1987–Present |  |  |
| * 1987-1991 High School Kranj (Slovenia)
* 1991 Training in the art of elocution - Radio Kranj (Slovenia)
* 1992-1993 Edwards Language School, Ealing, London W5 3TJ
* 1995 Certificate of Proficiency in English (CPE)
* 1995 Training in the art of elocution and public speaking (Commercial TV Kanal A, Slovenia)
* 1997 Training in the art of elocution, public speaking and television presenetation (RTVS, Slovenia)
* 2000 University of Ljubljana, Faculty of Social Sciences, Communication - Marketing Communications and Public Relations
* 2000 Film and Video course (Public Fund for Cultural Activities - JSKD <http://www.jskd.si/> )
* 2004, 2005 Creative writing, Synopsis, Script, Video (Educational center RTVS)
* 2010 SEO training (FrodX [http://frodx.com/)](http://frodx.com/%29)
* 2012 How to succeed on Facebook
* 2013 SEO training (FrodX)
* 2014 Development of Digital Media (IAB Slovenia)
* 2015 How to use Twitter as marketing tool? (Httpool)
* 2015/16 INLPTA Learning Coach (Iris Komarek, mindSYSTEMS, ILE institut, Munich, Germany https://www.mindsystems.de/institut/ )
* 2017 PR skills for business success (Majda Dodevska - CMO & Co-Founder [Scoutee](https://www.crunchbase.com/organization/scoutee) )
* 2018/2019 A-level English Language course
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| PERSONAL SKILLS |   |

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| Mother tongue(s) | Slovenian |
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| Foreign language(s) | UNDERSTANDING | SPEAKING | WRITING |
| Listening | Reading | Spoken interaction | Spoken production |  |
| English | C2 | C2 | C1 | C1 | C1 |
|  | Certificate of Proficiency in English (CPE)  |
| German | B1 | B1 | B1 | A2 | A2 |
| Croatian | C2 | C2 | C1 | C1 | B2 |
|  | Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user[Common European Framework of Reference for Languages](http://europass.cedefop.europa.eu/en/resources/european-language-levels-cefr)  |

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| Communication skills | * Communication has always been one of the strongest skills I possessed. Since communication, especially creative use of words (written or spoken), has also been one of the greatest gifts I was born with, it has always been easy to acquire new forms of communication techniques and upgrade my knowledge. Besides excellent communication skills I also have a perfect command of Slovenian language with all its peculiarities and grammatical exceptions.
* A variety of experiences and trainings has helped me to learn how to effectively communicate with groups (adults or children), understand and interpret nonverbal communication, understand other people's viewpoint, lead and motivate team, communicate with public using written or verbal methods and effectively use communication means in various media forms including newly formed digital media (social media ...).
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| Organisational / managerial skills | * I can describe myself as 'multi tasking' since I have always been required to do more than just one thing at the time. Circumstances have thaught me to be able to analyse situation quickly and make a swift decision.
* ​Team-leading skills enabled me to function well in very diverse groups of people when organising events, PR activities, production of commercial films (advertisements) and work processes (TV-news programme, digital media).
* All the positions I held also required running meetings, public speaking, good problem solving skills, persuasiveness, paying good attention to detail as well as calm and understanding interaction with third parties (clients, customers, partners, students, kids).
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| Job-related skills | * Recruiting (preparing auditions, interviewing candidates and hiring suitable personnel)
* Menthorship (training of newly hired personnel, supervising and support)
* Teaching (how to learn), coaching (kids and adults)
* Ability to work under pressure
* Creative and critical thinking (expressing ideas)
* Excellent writting abilities
* Meeting deadlines
* Being eager to learn (couriosity, flexibility)
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| Digital skills | SELF-ASSESSMENT |
| Information processing | Communication | Content creation | Safety | Problem solving |
|  | Independent user | Proficient user | Independent user | Basic user | Independent user |
|  | [Digital skills - Self-assessment grid](http://europass.cedefop.europa.eu/en/resources/digital-competences)  |
|  | * High proficiency in computer and internet use
* Excellent knowledge of Microsoft's operating sistem Windows and desktop applications Microsoft Office (as well as Office 365) especially Word, Excel, PowerPoint, OneNote, Outlook, OneDrive, Lync
* Excellent knowledge of social media (Facebook, Twitter, Instagram)
* Very good knowledge of photo editing software Adobe Photoshop and Adobe Fireworks
* Very good command of various content management systems
* Very good knowledge of various CRM tools
* Good knowledge of Google Analytics and some other statistical software
* Good knowledge of Joomla! and Wordpress
* I learn new programs quickly
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| Driving licence | B |

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| ADDITIONAL INFORMATION |   |

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| Projects | Short humanitarian film for International Day for the Elimination of Violence against Women.Written by: Anja Ilc; Directed by: Jasna Hribernik: <https://www.youtube.com/watch?v=EH3_w3MdsxU> |