

# DONIKA CAMI

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## EDUCATION

**MBA in Marketing** May 2018

University of the Incarnate Word, San Antonio, Texas, USA

**Bachelor of Science in Economics and Management**, 2014

Rochester Institute of Technology, RIT Kosovo Campus, Prishtina,  
Kosovo *Summa Cum Laude*

## PROFFESIONAL EXPERIENCE

**Strategic Communications Specialist**, Checchi and Company Consulting Inc. – **USAID Commercial Justice Activity**, Prishtina (Kosovo) June 2020 – January 2021

- Supported Commercial Justice Institutions such as Kosovo Judicial Committee, the Ministry of Justice, Kosovo Chamber of Private Enforcement Agents in developing communication strategies and media content
- Served as a liaison among stakeholders and members of Kosovo media;
- Participated in planning, designing, implementation, and reporting on program outreach activities, focus groups, and surveys;
- Planned, designed, and produced public service announcement videos and audio spots;
- Developed key messages and communication materials appropriate for different target audiences;
- Wrote and edited text for Program outreach materials such as success stories, briefing documents, fact sheets, and info-graphics;
- Coordinated activities of the Program's local communications subcontractor;
- Designed branded Program marketing materials
- Interfaced with USAID's Development Outreach and Communications Specialist;
- Ensured branding and marking compliance of Program-generated materials;
- Participated in work and activity planning and reporting;

**Account Manager**, *Zero Pozitive Publicis (Publicis Groupe)*, Prishtina (Kosovo), September 2018 – June 2020

- Managed a portfolio of client accounts (USAID, Coca-Cola HBC, Doni Foods, Meridian Express, Stone Castle, Devolli Corporation, IPKO Telecommunications)
- Managed a portfolio of project based accounts and campaigns
- Wrote technical offers for EU based and US projects
- Serves as a liaison between agency clients and third-party stakeholders such as Press/Media, Local Communities, and Professional Bodies etc.
- Developed and wrote Marketing Strategies
- Developed and wrote Public Relations Campaigns
- Managed, coordinated, and monitored the activities of creative teams
- Negotiated contracts and administered budgets
- Copywriting & Content Creation – wrote project proposals, media releases, web and video content
- Screenwriting – served as a screenwriter in several video-production projects
- Managed Social Media Accounts
- Prepared reporting materials
- Identified new client relationships and prepared pitches to potential clients

**Account Manager**, *Zero Pozitive Publicis (Publicis Groupe Prishtina (Kosovo)*, February 2016 – August 2016

- Developed and presented pitches for existing and new clients
- Technical writer for offers and tenders (EU and USAID projects)
- Developed Marketing Strategies
- Managed, coordinated, and monitored creative teams
- Negotiated contracts
- Administered budgets
- Account manager of brands such as: Lesna, Ülker, Ovako, Mentos, Vitaminka, Jona Med.

**Finance Officer**, *Prosperity Initiative in Kosovo* NGO, Prishtina (Kosovo), September 2015 – March 2016

- Facilitated financial transactions
- Created financial reports
- Organized and lead fundraising campaigns
- Developed employment contracts and service agreements

**Content and Media Developer**, *DyGur*, Prishtina (Kosovo), January 2014 – January 2015

- Created web content
- Reviewed postings and content
- Translated Content (English to Albanian and vice versa)

**Assistant Auditor & Project Manager**, *Audit & Consulting Associates*, Prishtina (Kosovo), January 2011 – February 2016

- Developed business plans
- Technical writer for tenders and offers
- Assisted in Audit and Accounting
- Assisted in training over 50 Young Entrepreneurs of USAID's Young Entrepreneurs Program on business plan writing
- Conducted Market Research (Albania & Kosovo)
- Assisted in developing business plans and market research for companies such as: KFC Kosovo and Uje Rugove
- Managed Social Media Accounts
- Prepared project proposals, offers and contractual agreements

## COMMUNITY AND VOLUNTEER EXPERIENCE

**Marketing Consultant**, *Ciao Berto LLC*, Prishtina (Kosovo), June 2018-August 2018

- Directed Marketing Research
- Established partner relationships

**Board Member**, *RIT Kosovo Alumni Association Prishtina (Kosovo)*, 2016

- Coordinated Alumni Relations

**Secretary**, *RIT Kosovo Student Government*, Prishtina (Kosovo), September 2013 – May 2014

- Planned and Organized Student Body Meetings
- Supervised Student Clubs and Student Government Teams
- Aided in Project Implementation

**Organizer, Media & Communications Coordinator, PR**, *TEDxAUK*, Prishtina (Kosovo) March 2014

- Implemented the strategy for TEDxAUK Conference
- Devised the PR and Communication Strategy
- Acted as a liaison between Press/Media

**Volunteer**, AUK Charity Club Prishtina (Kosovo) September 2012 – May 2014

## HONORS AND AWARDS

- **RIT Scholar**, May 2014  
RIT Outstanding Undergraduate Scholar Award/merit-based award by Rochester Institute of Technology
- **Kosovo Transformational Leadership Program Scholarship Award Recipient**, 2016 – 2018  
A merit-based scholarship funded by the U.S. Agency for International Development to earn a U.S. Master's degree

## COMPUTER AND DIGITAL SKILLS

- Proficient in MS Office and Google Docs
- Knowledge and experience with design software tools (Canva)
- Knowledge with Social Media Management Systems
- Ability to grasp, learn and use software programs in record time

## LANGUAGES

- English – Fluent
- Albanian - Native