

## VEDRANA KOCEIĆ

### FORMAL EDUCATION-SCHOOLING

- 1984: she graduated from the Faculty of Special Education and Rehabilitation in Zagreb - Social Pedagogic Department.
- She finished the eight-year elementary school and the Elementary School of Music in Umag, continuing then her schooling at the High School in Buje (general secondary school-social sciences).

### ADDITIONAL EDUCATION:

- 2005: she attended the educational cycle named *Strategic Development in Zagreb Cultural Institutions and Associations*;
- 2001: she attended the seminar *Mini MBA in International Business* held in Split (by the University of St.Thomas, Minnesota, USA).
- 1988-1990: she underwent a two-year intensive training in Reality Therapy (RT) becoming certified Reality Therapist; this method, apart from application in counselling therapy, includes also application in tourist and cultural animation management spheres, etc.

### WORKING EXPERIENCES

- From summer 2010: cooperation with one of the brightest Croatian instrumental talents, the pianist Martina Filjak (representing for the SEE territory)
- From 11/2009: Beginning of cooperation with outstanding internationally recognized musicians Edin Karamazov & Kaliopi, and young talented cellist Stjepan Hauser;
- From 4/2009: Dealing intensively with intelligent cellular nutrition, helping people individually and through group therapy to improve their nutritional and life habits;
- During 02-03/2009: Preparation and presentation of Strategic Communication Plan for the software company Laser line d.o.o. Umag;
- From 3/ 2007 to 12/ 2008 within cooperation contract with PR agency Pleon Dialog d.o.o. in Zagreb [www.pleon-dialog.hr](http://www.pleon-dialog.hr). Vedrana Koceić on Project Manager position works as account manager for clients Electrolux and Immo Industry Group, while on project basis leads or assists on Clients: APO, Podravka Studena, Wrigley, Institut za turizam (consumer, sustainable energy, CSR, industrial real-estates, tourism);
- In 2006 and 2007: producer and PR manager of International Percussion Ensemble Week IPEW in Bjelovar;
- In 2006 and 2007: the Board member of ECHO - European Cities of Historical Organs ([www.echo-organs.org](http://www.echo-organs.org))
- From 10/2004 to 07/2006 - Organizational Secretary in the office of Jeunesses Musicales Croatia working on strategic development issues of the association and coordinating important international projects (Interreg IIIA Adriatic Cross-Border Co-operation 2004-06) and artistic competitions (Ballet Competition *Mia Čorak Slavenska* 2006);
- 2003: author and editor of radio-shows for various clients (cycle on environmental protection for Umag Tourist board, cycle *Do you know I love you Barcaffè*, 2003 for Droga d.o.o. Buje on Radio Eurostar Umag - Istria);
- From 2001: officially representing the famous violinist Stefan Milenkovich (for Croatia and Slovenia), dealing with other outstanding international musicians and ensembles (Ars Longa - Cuba, The Corinthian Trio – USA) as well;
- In 2001 and 2002: engaged in marketing activities and PR for the School of creativity *Novigradsko proljeće*, the national level project intended for gifted children all over Croatia, showing talent for linguistic and artistic expression;

- 1999-2005: Founder and Organization Secretary of *Ballet School "Carlotta Grisi"* in Umag;
- 1998: Founding the long-term international project of preservation, restoration and revitalization of the Istrian organ music heritage *Organum Histriae*. Positioned as the Executive Producer of this complex and demanding project for eleven years ([www.organum-histriae.org](http://www.organum-histriae.org)). From 1999 to 2003 within the project -cooperation with renowned international cultural network *Culture dei Mari Euro-Mediterraneo* cofinanced by EU. *Organum Histriae* has been awarded as the best Croatian marketing project in culture at the 3rd International Event Marketing Competition EVENTUM 2003 within the 11th Advertising Festival FESTO 2003. During the period 2008-2011 the project is managed and produced by the company Identitet d.o.o. Pula
- 1997-99: working as journalist writing reports and reviews on cultural events for the regional daily newspaper "Glas Istre".
- 1994-'98: Running *Lifestyle Artistic Workshops* for children and youth (various semiprofessional theatre.music-dance productions);
- 1994-'98: Dealing intensively with marketing in sport, through the exclusive cooperation with the best Croatia ultramarathon runner Slađan Dragojević and organization of important ultramarathon projects;
- 1994-96: Author and editor of her own radio-shows (*Lifestyle* weekly show),
- Since 1993 on behalf of Lifestyle: Organizing numerous cycles of cultural and entertainment events, nine seasons of *Umag Summer Concerts* and numerous artistic tours as well;
- 1993: Founding own private company Lifestyle; as organizer and intermediary acting in numerous cultural events.
- 1991-1993: Cultural and Educational Manager in the People University of the District of Buje "Ante Babić" in Umag, Istria;
- 1985 -1991: employed as special teacher in the Italian elementary schools in north-west part of Istrian County (Buje, Umag, Novigrad).

#### SKILLS:

She's a very good active English speaker; she speaks and writes Italian very fluently.

Ms Koceić is very familiar with MS Office working package.

She has the driving licence B category since 1985.