

# Aleksandra Lazarevic

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## EDUCATION AND AWARDS

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<b>University College London</b> , School of Management – MSc Management	Sep 2021 – Sep 2022
<ul style="list-style-type: none"><li>Expected grade: Distinction; Business focused with frequent case-based learning.</li></ul>	
<b>HEC Paris</b> , Summer School – Corporate Finance	Jun 2022
<ul style="list-style-type: none"><li>Grade: (3.5/4); Investment Banking focused case studies.</li></ul>	
<b>Porto Accounting and Business School</b> , Portugal	Jan 2020 – May 2020
<ul style="list-style-type: none"><li>Erasmus + traineeship grant completed internship as international relations trainee.</li></ul>	
<b>International Business College Mitrovica, Kosovo</b> - BA International Sales and Marketing	Oct 2016 – Jun 2020
<b>Vilnius University of Applied Sciences, Lithuania</b> – BA International Business	
<ul style="list-style-type: none"><li>Full-ride merit scholar for a BA Double degree diploma with grade: (9.61) first-class equivalent.</li></ul>	
<b>University College Lillebaelt, Denmark</b>	Aug 2018 – Feb 2019
<ul style="list-style-type: none"><li>Erasmus+ student mobility grant, completed 4<sup>th</sup> semester at partner institution.</li></ul>	

## CAREER HISTORY

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<b>Sigma Roc plc, UK</b> – <i>Marketing and Branding Consultant</i>	Mar 2022 – Jun 2022
<ul style="list-style-type: none"><li>Created and advised marketing strategy for building materials in the UK mining and quarrying industry.</li><li>Interviewed CEOs and employees of 5 international companies based in the USA, UK, and Belgium to discover industry issues.</li><li>Identified market potential through statistical market analysis of building material prices and the effect of inflation.</li></ul>	
<b>SIT- Center for Counseling, Social Services and Research, Kosovo</b> – <i>Project Assistant</i>	Jul 2021 – Feb 2022
<ul style="list-style-type: none"><li>Led 50+ activities and workshops for youth from different ethnic backgrounds promoting and enhancing social cohesion.</li><li>Negotiated 40,000€ funding grant for 4 community-based initiatives implementation from 4 executive stakeholders.</li></ul>	
<b>Youth Educational Club Synergy, Serbia</b> – <i>Project Officer</i>	Sep 2020 – Mar 2021
<ul style="list-style-type: none"><li>Organised Youth Fair marking International Youth Day, mobilised youth groups age 16-30, participated in 40+ workshops.</li><li>Coordinated tendering process for delivery of humanitarian aid in vulnerable areas to 100+ families.</li></ul>	
<b>Porto Accounting and Business School, Portugal</b> – <i>International Relations Trainee</i>	Aug 2019 – May 2020
<ul style="list-style-type: none"><li>Developed the marketing strategy for promoting the summer school in 10+ European countries.</li><li>Managed social media pages, ran ads, created 30+ content materials, and designed the official logo.</li><li>Increased audience engagement by 130% by planning the budget proposal for SMM strategy and allocating resources.</li></ul>	
<b>HeySuccess.com, UK</b> – <i>HeySuccess.com Internship Challenge</i>	Jan 2020 – May 2020
<ul style="list-style-type: none"><li>Established content marketing and boosted copywriting: 30+ posts in 10 Facebook groups, raised brand awareness by 80%.</li><li>Increased website traffic by 60% by designing the marketing campaign for liveitgreece.com, targeting the French market.</li><li>Awarded No. 1 ranked out of 45 other interns from 25 different countries.</li></ul>	
<b>USAID (United States Agency for International Development), Kosovo</b> – <i>Senior Adviser Assistant</i>	Feb 2018 – Aug 2019
<ul style="list-style-type: none"><li>Produced a research paper and conducted the analysis “Development of private sector in North Kosovo with USAID support.”</li><li>Enhanced 10+ SME operations from deprived areas by providing grants for capital investment.</li><li>Mastered and implemented best practices in anti-fraud, procurement and low-cost production ability.</li></ul>	

## EXTRACURRICULAR ACTIVITIES

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<b>Dubai EXPO 2020</b> – <i>UCL’s student ambassador and representative</i>	Mar 2022
<ul style="list-style-type: none"><li>Presented project proposal at Italian pavilion EXPO School Marathon workshop.</li><li>Advocated in global media interview about the importance of youth representation and empowerment for future expos.</li></ul>	
<b>University College London</b> – <i>Unibuddy Student Ambassador</i>	Sep 2019 – Jan 2021
<ul style="list-style-type: none"><li>Communicated with 60+ prospective students, resulted in 50% increase in applications.</li><li>Wrote 15+ blogs for UCL’s website, increase in web traffic by 130%.</li></ul>	
<b>International Business College Mitrovica</b> – <i>Student Ambassador, PR, and Marketing Intern</i>	Mar 2019 – Nov 2019
<ul style="list-style-type: none"><li>Communicated with 15 prospective students, resulted in the enrollment of 5 students for the upcoming year.</li><li>Interviewed by national TV stations 3 times, raised brand awareness by 120%.</li></ul>	
<b>Youth Educational Club Synergy</b> – <i>Volunteer and Leader of Women’s Team</i>	Sep 2014 – Nov 2019
<ul style="list-style-type: none"><li>Increased female empowerment efforts by educating a cohort of 30+ girls from different backgrounds.</li><li>Awarded “Best Female Volunteer 2019” for the significant 5 years long contribution to the organisation.</li></ul>	
Attended courses and workshops with supranational organisations: <b>OSCE, UN, EU, UNICEF, Youth Department Council of Europe.</b>	
<ul style="list-style-type: none"><li>Educated in inclusion, dialogue, gender issues, and peacebuilding, certified educator by Western Balkan Institute (WEBIN).</li><li>Developed a vast international network across 5 continents.</li></ul>	

## LANGUAGES AND SKILLS

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- Languages:** English (Fluent), Serbian (Croatian, Bosnian, Montenegrin) – native; French (fluent); Danish, Chinese – beginner.
  - Technical Skills:** HTML, CSS, JavaScript programming in Sublime, GitHub (<https://github.com/AleksandraLazarevic>).
  - MS Office, Adobe (Photoshop, Illustrator), Google Ads, Social Media Management, Copywriting.