

PERSONAL INFORMATION



Mirjana Fijolic

Journalist/Trainer, Mentor, Learning and Marketing Manager

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Sex Female | Date of birth 17/05/1972 | Nationality Croatian

Experience: journalism (business/entrepreneurship), training/education, marketing, sales, public relations,

WORK EXPERIENCE

- 2015 -
 - HUMANA NOVA – Social entrepreneurship project that contributes to the sustainable development of the local community, diminishing of poverty and nature conservation.
 - **Experta, business school** (Zagreb, Croatia) – Associate lecturer – Digital Marketing and Sales
 - **STEPRI Technology Park Rijeka**, city of Rijeka – mentor, trainer
 - **Entrepreneurial incubator Koprivnica (city Koprivnica)** – mentor, trainer
 - **DOBA Faculty Slovenia - Maribor (Slovenia, European Union)** - online mentor, trainer
- 2013 - 2015
 - **Zagreb Development Agency, Technology Park Zagreb (TPZ)** - the first technology park, entrepreneurial incubator for high technologies in Croatia, and **Entrepreneurial Centre in Zagreb**
 - Duties:**
 - lectures, consulting, coordination with economic institutions and training organizations
 - stimulation of entrepreneurship and private initiative in the field of development and high technologies within the Program of Crafts and SMEs Development Promotion in the City of Zagreb
 - communication and marketing strategy
 - media relations
 - Target groups:** unemployed persons, entrepreneurs, startup entrepreneurs, unemployed women, female innovators, entrepreneurs, female entrepreneurs, ethnic minorities, war veterans, fast growing companies, self-employed persons
- 2015
 - **Moderator / facilitator/promotor** - Round table "Women and Innovation - from Idea to Commercialization" a roundtable on women High/Tech entrepreneurs organized and supported by the British Embassy in Zagreb, Zagreb Development Agency, Ministry of Business and Trade, Croatian Chamber of Commerce
- 2014
 - **Algebra, Hi-Tech Business School**
Trainer and Learning coordinator on jointly prepared project with Algebra, Hi-Tech Business School and Croatian Employment Service, a project financed from EU funds - the curriculum coordinator and lecturer -. The educational program of training entrepreneurs in the program "The business manager in small businesses."
Topics and program modules: the development of business ideas, starting a business, market analysis, marketing, sales, finance, accounting, human resources, business plan
 - **Moderator / facilitator** - a roundtable on women entrepreneurship organized by the British Embassy and the Ministry of Business and Trade
 - **ASPIRA** - Business School from Split, Croatia, trainer for communication skills - Business school for tourism and sports management
- 2013
 - **Mentor and coach entrepreneur** - Startup Weekend Zagreb - a 54-hours event that helps teams to build a web or mobile application which could form the basis of a credible business.
 - Croatian Employment Service - Trainer for unemployed persons - development of entrepreneurial skills
 - **Job Fair 2013, 2014** - Sales trainer for unemployed persons
- 2011 – 2013
 - Media digital network Ltd. - Project Manager - Head of the online business project Marketing, Public Relations Manager and Trainer (ICT, innovations, entrepreneurship, trainings)

- 2010 **Editor-in-Chief and author of business website www.mojbiz.com. The website is designed for start-up companies and entrepreneurs (beginners in business). It includes topics like: start-up stories, marketing, sales, coaching, innovations, finance&money, social entrepreneurship ... with video advices and interviews with series entrepreneurs.**
- 2009 – 2011 **KOMPASS INFO doo - Head of Marketing and Public Relations - a global online leader in providing business information, leader in B2B marketing business, present in 70 countries.**
- I was responsible for launching the Croatian version of the global B2B online database, involved in EU projects in the framework of the certification of program for the development agencies (entrepreneurial regional agencies) called ICPR, implementation of marketing, sales and PR activities. Cooperation with SMEs, business media, the Agency for attracting of investments. Consulting and financing of SMEs. Cooperation with embassies (Economic Departments) and trade organizations in terms of investment and investment in Croatia.
- Activity or sector** IT/Tech Entrepreneurship, education, consulting, B2B marketing
- 2007 – 2009 **Head of training centre and educational programs - Open University Petar Zrinski (part of Zrinski Group) – business school for entrepreneurs**
- educator, organizer and implementer of educational programs - coordination with institutions and trainers, materials preparation, evaluation of questionnaires
 - promotional activities - fairs, conferences, presentations, round tables, trainings
 - cooperation with partners The Ministry of Economy, Ministry of Business and Trade, Chamber of Commerce, Enterprise zones, the Croatian Employment Service, the Agency for Education, the Agency for Mobility and EU Programmes
 - organization of educational projects financed by: Ministry of Economy, Croatian Chamber of Economy, Ministry of Tourism, the Croatian Employment Service
 - conceived, coordinated and commercialize educational program of children's entrepreneurship - an innovative educational program
- Author of programs: Sales education for unemployed women, Sales and Marketing education for local government and tourism, Children Entrepreneurs Day, Trainings for Entrepreneurs beginners and SME's**
- Activity or sector Education sector, entrepreneurship, project financing, EU funds
- 2005 – 2015 **Business Journalist and Lecturer, trainer, head of education and training:** Algebra, Zrinski Business School, Business College VERN, WIFI Croatia (Austrian School of Management and Education), University of Split, City of Zagreb, City of Rijeka, Experta Business School
- 2005 – 2007 **The World Bank Office in Croatia, Zagreb – Head of Public Relations, Regional Office**
- Management of Public Relations and training office - conducting internal training
 - internal training of employees on topics in the financial and banking sector
 - public relations and communication management projects,
 - cooperation with the Delegation of the EU Commission to Croatia and the PR departments of ministries
 - user and clients education programs of the World Bank
 - promotion, round tables, press conferences
 - organization and coordination of official visits of senior officials of the World Bank in Croatia
 - organization of conferences and professional visits (Filed Trips) outside Zagreb (Dubrovnik, Osijek, Split, Ploce)
- Activity or sector of:** finance, banking, corporations, international organizations
- 2000 - 2005 **Croatian Parliament, Zagreb – Assistant, Office of Public Relations and Office for International relations**

EDUCATION AND TRAINING

- 2007 – 2011 **Master in Marketing Management**
Faculty of Economics and Business in Zagreb
Postgraduate study - Marketing Management
- 2004 London School of Economics and Political Science, London UK (Postgraduate study course)
- 1993 – 1997 Faculty of Economics and Business in Zagreb- Major: Journalism
- 1991 - 1997 Faculty of Political Science - Major: Political Science

PERSONAL SKILLS

Mother tongue Croatian language

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
Replace with name of language certificate. Enter level if known.					
German	B1	B1	B1	B1	B1
Replace with name of language certificate. Enter level if known.					

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
Common European Framework of Reference for Languages

Communication skills

- excellent communication skills gained through work as training manager, trainer, marketing and sales
- excellent knowledge of education and adult education. I was educated at: Faculty of Political Science (pedagogy), adult educational institution - specialized in adult education, training for trainers, foreign courses and seminars ...
- excellent presentation skills acquired during the time when I was Head of Public Relations and lecturer
- excellent organizational skills with excellent knowledge of the administrative work in educational management
- excellent interaction with the participants gained while working in educational institutions
- excellent teaching abilities
- excellent knowledge of financial institutions and educational programs
- excellent knowledge of business, entrepreneurial and startup scene in Croatia, region and the EU
- excellent contacts with educational companies domestic and abroad
- rich data base of educators, trainers and trainings
- excellent contacts in the enterprise structure (enterprises, economic organizations and institutions CEA, CCE, CASB, MINPO, CFCA ...)
- excellent contacts in the business media, and the media (TV, web, radio, print)
- contacts with international organizations and embassies
- excellent contacts in the academic community (VERN, Faculty of Economics, Algebra, Libertas ...)
- excellent leadership skills

- Computer skills Good command of Microsoft Office™ tools
Good behavior CMS systems like Joomla, Wordpress
- Driving licence Driving licence category B

ADDITIONAL INFORMATION

Publications
Presentations
Projects
Conferences
Seminars
Honours and awards
Memberships
References

- Lecturer at business schools - Algebra, Vern, WIFI (Austrian Chamber of Commerce), University of Split, Open University Petar Zrinski, ASPIRA
- The internal coach and organizer of education in the financial, corporate and banking sector
- Lecturer and teaching in the educational program "The business manager of the Small Enterprises"
- a joint program of Algebra and Croatian Employment Service supported by European Union ESF programme
- lecturer and coach program of the Ministry of Economy -Poduzetnički impuls
- EU project - Provision of advisory services to SMEs - SMEPASS II
- Lecturer and project coordinator of training entrepreneurs project - collaboration with the Ministry of Economy and the Ministry of Business and Trade, Chamber of Commerce, Enterprise zones, the Croatian Employment Service, the Agency for Education, the Agency for Mobility and EU Programmes
- Author, Trainer, Coordinator – **Children Entrepreneurs Day**
- Participation in educational programs as a learning coordinator and lecturer:
 - Ministry of Economy - the organization and design of programs for training and financing of entrepreneurship in cooperation with the departments of the: Ministry of Economy, the Ministry of Tourism (education financing tourism projects), Croatian Employment Service, City of Zagreb (entrepreneurial centre), Development Agency Zagreb and Technology Park Zagreb, Technology Park Rijeka, World Bank office in Zagreb, various business schools, business-educational group Zrinski – education and trainings for entrepreneurs