



■ **DIGITAL MARKETING. CREATIVITY. VIDEO. PHOTOGRAPHY.**

FIRST NAME / SURNAME	BARBARA JAKŠE JERŠIČ
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EMAIL	barbara.jakse.jersic@gmail.com
NATIONALITY	Slovene
DATE OF BIRTH	16.12.1967
GENDER	Female
DESIRED POSITION	DIGITAL MARKETING. CREATIVITY. VIDEO. PHOTOGRAPHY.
DESIRED TYPE OF EMPLOYMENT	Full time
POSSIBLE START OF WORK	Presently
WORK EXPERIENCES	1st September 1994 - 3rd September 2021 Publisher Screenwriter Director Creative and Art Director Website Administrator Graphic and Multimedia Designer Professional Photographer Secretary Journalist Project Manager Social Media Influencer
OTHER REQUIREMENTS	Respectful working environment, kind, emotional intelligent relationships based on teamwork.

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WORK EXPERIENCES

1st September 1990 - 3rd September 2021

Publisher

Screenwriter

Director

Creative and Art Director

Website Administrator

Graphic and Multimedia Designer

Professional Photographer

Secretary

Journalist

Project Manager

Social Media Influencer

MAIN TASKS AND COMPETENCES

DIGITAL MARKETING, SEO, ADMINISTRATION AND PREPARATION OF DOCUMENTATION RELATING TO THE ACTIVITIES OF MARKETING, PROMOTION, ADVERTISING, CULTURE, DIGITAL MEDIA, WEBSITES AS WELL AS PREPARING OFFERS, INQUIRIES, MONITORING PUBLIC TENDERS AND PREPARING THEIR DOCUMENTATION

Acquiring new customers based on established contacts, various forms of networking, building up a database.

Designing books, advertisements, leaflets, catalogs and leading their production.

Website design and administration, blogging, social media posting with photos or short video clips.

Preparation and execution of book editions from conception, coordination of authors of texts, co-creators, executive collaborators, preparation of texts, editing of other works related to e.g. registration, cataloging, etc.

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Photography work. From conceptual visual design, scenography, models, make-up, dressing codes, table photography, studio lighting, obtaining site permits for photo or video shooting and preparing files for publication for print or digital media, event photography, aerial and drone photography (licensed for drone control) with DSLR full frame camera and various lenses.

Video recording with a gimbal, tripod and Rodeo microphones for obtaining the appropriate sound, editing the image and sound with music, guiding the performers during the recording, transferring files to the appropriate channels (vimeo, youtube, websites, zenfolio, etc.).

Establishment of a complete graphic identity (business cards, letterheads, posters, internal newsletters, catalogs, internal and external imaga, digital presence) and preparation of instructions for the use of graphic signs, symbols, colors, typography, slogans, consistency of visual and content elements in real and digital environment.

Preparation and writing of short slogans, texts for congratulations, greeting cards, advertisements, etc .

Organization, coordination of business activities, participation in business and social events, networking.

Design and preparation of digital presentations with pictorial material and short texts. Design and content integration of visual identity, verbal texts and descriptive elements into a consistent message

Organization and preparation of events. Preparing the concepts for events, preparation of promotional material

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in digital and printed form, preparation of invitations and list of addresses, implementation of the event with catering, preparation of digital and printed presentations, preparation of other documentation (eg list of participants), communication material, lighting arrangements, rental of space, sound equipment, follow-up activities in the form of photo and video material, greeting cards, posts on social networks, coordination with various stakeholders (co-creators, media, performers, authors, etc.).

Project management of the above activities in the field of publishing, websites establishment, promotional and multimedia design, marketing, photo and video production, events.

EMPLOYER Independent Cultural Worker and Artkontakt, non-profit Institution for Digital Media

TYPE OF BUSINESS Publishing, art, marketing, advertising, promotion, video, photography, website, multimedia and graphic design.

WORK STATUS Employed

EDUCATION AND TRAINING 01.09.1981 do 25.06.1985
Vocational High School
Industrial Designer

KNOWLEDGE Industrial and graphic design
Traditional and digital marketing
Digital media
Working with softwares such are:

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere
- LibreOffice

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- Microsoft Office
- WordPress
- Keynote
- PowerDirector

Professional photography

Video production

Graphic and digital design

Administration

Visual graphic identity

Electronic and classical publishing

Preparation and writing of texts

Organisation and coordination of business activities

Project management

Administration

Public relations

Organisation and coordination of exhibitions and events

Setting up and administrating websites

Preparation of digital and printed presentations

Preparation and management of educational workshops

INCOMPLETE EDUCATION

Engineer of textile and clothing design, textile and clothing design

KNOWLEDGE AND COMPETENCIES

Wordpress, demanding

Adobe Illustrator, demanding

InDesign, demanding

PhotoShop, demanding

PowerPoint, demanding

Use of e-mail, demanding Use of web services,
demanding Windows, demanding

Mac OS, demanding

Microsoft Excel, demanding

Microsoft Word, demanding

LANGUAGE

English, Advanced

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SOCIAL SKILLS AND COMPETENCIES

Inspiring. I am a pleasant, orderly, communicative, open, inspiring and interpersonal person with dedication, perseverance, focus, pervasiveness and focus on people expectations. I developed my social skills in independent work with people for many years through wonderful projects for various partners. Primarily in the field of economy, but also state administration, tourism, health, cultural, sports and similar organisations.

ORGANIZATIONAL SKILLS AND COMPETENCIES

Focused. I have led and prepared various small and large production projects (video, photography, publishing, exhibitions, etc.), preparing interviews and portraits, setting up online environments, obtaining co-financing. Such projects require very good and precise planning, balance and good management, coordination and consistent tracking of timelines, taking into account and anticipating possible deviations.

I am aware that diligence, diligence, ingenuity, consistency, stable leadership, and negotiation skills are essential to the success of any organisation.

TECHNICAL SKILLS AND COMPETENCIES

Willing to learn. I quickly comprehend the technical laws in the field of photo and video production, exhibitions, modern technological tools.

COMPUTER SKILLS AND COMPETENCIES

Curious. I have a range of computer skills, I adapt quickly and with ease and creativity I embrace new technological tools and the possibilities that they offer constantly.

ART SKILLS AND COMPETENCIES

Artistic. I have a gift for aesthetics, or everything related to the field of art, beauty, creativity. In the business world, liking, or beauty is expressed through the consistency, consistency of the brand on all levels, which in turn affects the internal culture of the company,

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identification with it as well as its visibility, sales performance, growth, reputation, visibility.

DRIVING LICENSE B

CONCLUSION Joyful. I am a self-initiative and communicative person, teamwork focused and with the joy of solving even the most demanding challenges. My greatest qualities are resilience, flexibility, creativity, ingenuity, organisational skills, loyalty.

Facebook:

<https://www.facebook.com/artkontakt2025>

Instagram:

<https://www.instagram.com/barbarajakse2025>

Linkedin:

<https://www.linkedin.com/in/barbarajakse>

Twitter:

<https://twitter.com/JakseBarbara>

YouTube:

<https://www.youtube.com/channel/UCAp2o-BAk6xOxLMfdt3c01A>

Zenfolio:

<https://simple.zenfolio.com/>

Slideshare:

<https://www.slideshare.net/ArtKontakt>

Websites:

<http://artkontakt.si/>