

OSEBNI PODATKI

Maja Murenc

PRIJAVA NA DELOVNO MESTO

Vodja komuniciranja

KOMPETENCE

Materni jezik

slovenščina

Tuji jeziki

	RAZUMEVANJE		GOVORJENJE		PISNO SPOROČANJE
	Slušno razumevanje	Bralno razumevanje	Govorno sporazumevanje	Govorno sporočanje	
italijanščina	B2	B2	B2	B2	B1
angleščina	C2	C2	C2	C2	C1
španščina	B1	B1	B1	B1	A2
portugalščina	B1	B1	B1	B1	A2
hrvaščina	B2	B2	B1	B1	A2

Stopnja: A1 in A2: Osnovni uporabnik - B1 in B2: Samostojni uporabnik - C1 in C2: Usposobljeni uporabnik
 Skupni evropski jezikovni okvir - Samoocenjevalna lestvica

Komunikacijske kompetence

- komunikacijske kompetence sem pridobila pri študiju Komunikologije
- pri poslovanju lastnega podjetja v Hong Kongu (uvoz hrane)
- vse dosedanje delovne izkušnje so temeljile na komunikaciji

Organizacijske/vodstvene kompetence

- pomagala sem pri organizaciji različnih prireditev na lokalni in državni ravni, kjer je bilo potrebno vklajevanje veliko ljudi iz najrazličnejših panog
- organizirala sem dobrodelni projekt Restavracija za slepe, ki se že več let vedno izvaja na Zavodu za slepo in slabovidno mladino v Ljubljani
- organizirala sem tudi marketinške dogodke za izboljšanje brandinga različnih podjetij

Strokovne kompetence

- dobro poznavanje vseh ažurnih sprememb glede delovanja Socialnih omrežij
- izpopolnjeno znanje za digitalni marketing preko različnih delavnic in masterclassov
- strokovno znanje glede brandinga in marketinga sem pridobila kot ustanoviteljica in direktorica Terra Gouremet Ltd. v troletnem delovanju v Hong Kongu

Digitalne kompetence

SAMOVREDNOTENJE				
Obdelava informacij	Komunikacija	Ustvarjanje vsebin	Vamost	Reševanje problemov
Samostojni uporabnik	Usposobljeni uporabnik	Usposobljeni uporabnik	Samostojni uporabnik	Usposobljeni uporabnik

Digitalne kompetence - Samoocenjevalna lestvica

Premiere Rush (program)

LightRoom (program)

InShot (aplikacija)

Snapseed (aplikacija)

PRILOGE

- MajaMurencCV2020.pdf

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Maja Murenc

EDUCATION

University of Ljubljana, Slovenia	2005 - 2010
B.A. in Media Communication, diploma in Tourism analysis of growing areas	
Pontifical Catholic University of Rio de Janeiro, Brasil	2008
Exchange student (3rd year of media and politics studies), advertising campaign for Brazilian Universal channel	
Theatre and Film High School, Nova Gorica, Slovenia	2001 - 2005
Emphasis on rhetoric, speech culture, theatre plays, film projects, impro	

PROFESSIONAL EXPERIENCE

Maja Murenc s.p. Self-employed – marketing communications	Slovenia
Marketing for Magma X, Dabra d.o.o.: Marketing communications; preparing marketing material, managing Facebook and Instagram account	January 2019 –
Modri Zob Nova Gorica Dentistry, Modri zob d.o.o.: Marketing communications Marketing communications; preparing marketing material, managing Facebook and Instagram account	January 2019 –
Campaign director for local elections (Candidate for a mayor of Nova Gorica and its political party)	September – December 2018
Protocol service (Ministry of Defence), Slovenia 2018 / National celebration event Event director's assistant	September 2017
70 years of Nova Gorica: Coordinating and collaborating with protocol service officials, national TV and Radio production teams, performers, technical support companies, national security and local officials	
Terra Gourmet Ltd. / Hong Kong, HK Founder and director	Hong Kong 2014 – 2018
- Founded private company for European food import - Exclusive importer for Verival (Austria), Unica (Spain), Frankort (Holland) - Developed marketing promotions ideas for certain food products in supermarkets - Sold food products to main supermarket chains, boutique organic stores, luxury hotels (Intercontinental, Four seasons, Upper House) - Managed project of co-labeled partnership with Starbucks HK and Macau (cereal product) - Company sold to a HK business partner	
Light Stage Art Gallery / Hong Kong, HK Gallery Manager	Hong Kong, HK February – December 2013
- Public relations with artist and auction houses and coordinating opening events - Collaborating with event production teams of fashion, technology and real estate companies (Channel, Balenciaga, Moncler, ...)	

University of Art, Nova Gorica / Gorizia, Italy Executive Producer - Devised execution plans and coordinated the logistics and rundown for short-film productions, events and exhibitions - Collaborating with Slovenian and Italian governmental bodies regarding various permissions Geaproduct d.o.o. Executive sales manager - Sourced products and exported fruit and vegetables from EU to various international markets - Managed logistics, marketing and financials - Acquired new clients (Holland, Poland, Spain, Dubai) and established new distribution channels in Europe (Italy, Croatia) New Australia Spirits Company Operational Manager - Sourced production materials and managed relationships with vendors to ensure production efficiency - Prepared presentation materials and presented in capital raising meetings that successfully raised funds - Organized tasting events and established and maintained relationships with investors and distributors Elcano Language School Marketing and advertising - Acquired new accounts including international government bodies in various EU countries - Translated documents and website content (Spanish to English & Italian to Slovenian) - Website design and creative solutions to reach a wider audience - Devised and implemented traditional and guerilla advertising strategies to increase enrollment	Slovenia / Italy September –December 2013 Slovenia / EU August 2012 – September 2013 Hong Kong March – July 2012 Spain August 2009 – December 2010
Freelance Event Coordinator and Host - Drafted and pitched articles to publications; maintained relationships with journalists and gained extensive media coverage for various cultural, music and art events - Organized logistics, managed vendors and coordinated performers in various events - Acted as event anchor for various shows	Slovenia / Italy 2004 – 2013

ACHIEVEMENTS AND ACTIVITIES

Member of Leo Club Vogrsko, LC International - Fund raised through a series of initiatives including organizing concerts, theatre plays, sport events - Coordinated the 2013 Slovenia Leo convention; hosted 80 local and international Leo members for various Lions team building activities and workshops - Founded a social project in collaboration with Institute for blind and partially sighted youth where its students are getting employed in a restaurant, as waiters in total darkness. Modeling Agencies - Modeling for different Slovenian, Italian and Croatian designers, magazines, commercials etc. Promotions in Italy for companies such as Generali, Ford, Canon, Beko. Media Presence - POP TV Professional workshop on TV production, anchoring, filming and montage (2010)	Slovenia 2006 - Present Slovenia / Italy 2006 - 2010 Slovenia 2005 - 2010
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• Acted as lead role in "Active Summer", drama series on national TV (2009) • Hosted live TV programs– Wrote plots, found sponsors and partnerships and invited guests (2005/06) • Acted in various productions and theatre plays in Slovenia, Brazil and Italy.	
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Other activities:	Tennis – Dance – Staff in Leo Summer Youth Camp in Slovenia – Lions Youth Exchanges (Japan, Hong Kong, Norway, Brazil)
Lived:	Slovenia, Brazil, Sweden, Austria, Israel, Hong Kong

Skills

Languages	Slovenian (Native) – English (Fluent) – Italian (Fluent) – Spanish (Fluent) – Portuguese (Fluent) – Serbo-Croatian (Fluent)
Computer skills	Microsoft Word, Excel, PowerPoint, Lightroom