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| **OVERVIEW**  Dynamic project manager, strategic multimedia communication, and business development consultant creating value-driven collaborative solutions for corporate and government clients for over 20 years. Specialized in navigating challenging environments and devising creative ways to engage with diverse stakeholders on a global level. A highly organized, passionate problem-solver, and human-centered design innovator, she excels at transforming complex concepts into compelling, streamlined messaging over many stakeholder groups. Experienced in managing multiple complex projects relating to change management, business process improvement, innovation, and governance. Author of two published books, guest speaker at institutions including the Carnegie Institute for Peace and CATO Institute, and commentator on US foreign policy on major television networks. Certified PMP and ITIL4.  **EDUCATION**  **M.A**. International Affairs, American University, Washington, DC  **B.A**. Philosophy/ Computer Science, John Carroll University, Ohio  **SECURITY CLEARANCE**  Public Trust  **CERTIFICATIONS**  Project Management Professional (PMP) Certificate, PMI, 2023  (including Agile Project Management)  ITIL4 Foundation in IT Service Management, 2019  **TECHNICAL SKILLS**  MS Office Suite—Outlook, Word, Excel, PowerPoint, Project), Adobe Acrobat, SharePoint, MS Project, SmartSheet, ServiceNow, RCS Federal Compliance, 508 Compliance, Adobe Photoshop and Premiere Elements  **PUBLISHED BOOKS**  Genre: US Foreign Policy — *War of Words*, Praeger Publishers, 2000  Genre: Travel — *Heart of Serbia: A Cultural Journey*, HB Books, 2012  **LANGUAGES**  Serbian, Croatian, Bosnian, Macedonian, Bulgarian, French, Russian  **ONLINE**  [Overview](http://www.daniellesremac.com/bio.htm)  [Portfolios](http://www.daniellesremac.com/PORTFOLIO_DS_2023.pdf)  [Recommendations](http://www.daniellesremac.com/consulting.htm) |
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| Portfolio Flat Round Icon Stock Illustration - Download Image Now - 2015,  Bag, Business - iStock | [**Portfolio**](http://www.daniellesremac.com/portfolios_Danielle%20Sremac.htm) |
| **COMMUNICATIONS**  Strategic Communications  Event Management & Marketing  PR /Multimedia/Online Campaigns  Storytelling, Message Training  Brand Development  Speech Writing / Executive Coaching / Media Training  **PROGRAM / PROJECT MANAGEMENT**  Transformation Design & Solutions  Business Process Improvement  Multi-dimensional Business Solutions  Customizing Tech-enabled Solutions  Strategic & Operational Change  Resource Management  Servant Leadership  Cross-Functional Team Mentoring  **CHANGE MANAGEMENT**  Organizational Capacity-Building  Transformation Management  Stakeholder Engagement & Analyses  **BUSINESS DEVELOPMENT**  Business Analysis & Sustainable Models  Strategic Business Planning  Investor & Client Relations  **GOVERNMENT RELATIONS**  Federal Contract Proposals  Federal Compliance  **VISUAL & MULTIMEDIA**  Creative Direction & Videos  Web Design, Content & Graphics | |
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[Overview](http://www.daniellesremac.com/bio.htm) / [Portfolio](http://www.daniellesremac.com/PORTFOLIO_DS_2023.pdf) / [Recommendations](http://www.daniellesremac.com/consulting.htm)

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| Work Experience — Federal Consulting |

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| **PROGRAM CONSULTANT & SENIOR STRATEGIC COMMUNICATIONS SPECIALIST**  **ECS Tech — government client, U.S. Department of Veterans Affairs (VA), Veterans Health Administration (VHA), Office of Integrated Veterans Care (IVC), Washington, D.C. / June 2021 to June 2023** |

**LED TRANSFORMATION PROJECT MANAGEMENT FOR ORGANIZATIONAL CAPACITY-BUILDING AND BUSINESS PROCESS IMPROVEMENT BY DEVELOPING CUSTOMIZED KNOWLEDGE CAPTURE INFORMATION SYSTEMS ARCHITECTURE**

* Developed and managed a vital organizational capacity-building enterprise transformation project which was recognized with an award by the federal client.
* The project involved creating a new human-centered collaborative records and knowledge management system on MS teams, customized to enhance team workflow and maximize operational efficiency, tailored to cross-functional team collaboration, and ensuring RCS federal government compliance.
* Created project and change management plans with all supporting communication deliverables.
* Oversaw the implementation of organizational transformation by training all teams with new SOPs, mentoring, one-on-one team training, analyzing change outcomes throughout the project lifecycle, and developing presentations and videos to drive stakeholder engagement and buy-in, and developed SMART goals to track the team’s progress.

**Developed INNOVATIVE Communication PRODUCTS AND SOLUTIONS TAILORED TO CROSS-FUNCTIONAL TEAMS**

* Initiated and created a new comprehensive multimedia, interactive, Key Messaging Playbook for federal client along with a KMP channel which enabled VA-agency-wide knowledge capture ensuring that all staff communications align with organizational strategic objectives, mission, and policies.
* Worked with cross-functional teams to establish and track key performance indicators (KPIs) to measure the success of communication products and transformation project.
* Created engaging, innovative, value-driven communication content and tailored messaging aligned with organizational core vision and mission, best practice methodologies, and human-centered design for numerous communication deliverables. (see list)

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| Strategic and Operational Plans  Strategic Communication Plans  Annual Accomplishment Reports  Stakeholder Engagement Plans  Stakeholder Management Plans  Change Management Plans  Change Impact Assessments  Project Management Plans  Program Transformation Solutions  Standard Operating Procedures  Team Management Templates | Risk Management Plans  Performance Analyses  All-hands Presentations,  Team Training Workshops  Leadership & Staff Briefings  Team Onboarding Presentations  Communication Toolkits  Congressional Briefings  Matrix Team Management Artifacts  Newsletters  Videos | Key Metrics Reports  Executive Communications  Talking Points  Market Research Analyses  Key Messaging Playbooks  Business Plans  Business Cases & Models  Digital Brochures  Social Media Content  Speeches and Presentations  Digital Brochures |

**BUILT STRONG RELATIONSHIPS WITH GOVERNMENT CLIENTS AND StakeholderS ACROSS THE ORGANIZATION WHILE DEVELOPING DIGITAL HEALTH COMMUNICATION STRATEGIES**

* Built positive relationships with cross-functional teams, leadership, and key stakeholders across different offices at the VA including VHA, VEO, VEO-MIT with solutions to their communication and team collaboration challenges.
* Applied a “Servant Leadership” approach by engaging teams in discussions and feedback to customize and tailor the Knowledge Capture / Information System Architecture project and bring maximum value to the team.

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| **STRATEGIC COMMUNICATIONS CONSULTANT**  **General Dynamics — government client, U.S. Department of Health, and Human Services (HHS), National Institutes of Health (NIH), Office of the Director, Office of Information Technology (OIT) Bethesda, MD / October 2019 to March 2021** |

**DEVELOPED AND IMPLEMENTED COMMUNICATION PLANS, STRATEGIES, PRODUCTS, AND CONTENT**

* Created engaging and impactful content with tailored messaging aimed at a diverse target audience of an estimated 10,000 NIH stakeholders, including the leadership of 27 NIH Institutes and Centers with deliverables aimed at supporting stakeholder needs and driving understanding of NIH Office of the Director policies and priorities.
* Wrote, designed, and implemented internal communication content including the new monthly newsletter, bi-weekly updates on policy changes and organization-wide guidance, communication and stakeholder management plans, executive memos, presentations for NIH stakeholder training and all-staff town halls, staff briefings, accomplishment reports, brochures, knowledge library, Service Level Agreements (SLAs), Standard Operating Procedures (SOPs), videos, and training presentations for NIH-OD Institutes and Centers.

**CREATED COLLABORATIVE WORKFLOW AND PROCESS IMPROVEMENT TOOLS FOR CROSS-FUNCTIONAL TEAMS**

* Collaborated with all NIH-OD-OIT teams to identify workflow challenges utilizing team feedback during work sessions and all-staff meetings to develop functional process maps and recommendations presented to NIH-OIT leadership.
* Designed new cross-functional Standard Operating Procedures (SOPs) for better team collaboration, communication, and to enable more effective customer service and IT management.
* Worked on data call management and created custom templates for effective data call capture.
* Analyzed metrics and key performance indicators to provide OIT technical teams recommendations to improve performance of IT service delivery.

**INITIATED NEW Stakeholder mapping TOOLS and strategic engagement PLANS**

* Worked on strengthening positive relationships with NIH Office of the Director Institutes and Centers (ICs) while creating diverse communication products for various platforms supporting NIH stakeholder mission and needs.

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| Work Experience — Corporate |

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| **DIRECTOR OF COMMUNICATIONS & PRODUCT MANAGEMENT**  **Zepter International Corporation, Zepter-Medical, Geneva, Switzerland / Zepter America, Washington, DC**  **April 2017 to September 2019** |

**LED CORPORATE BRAND TRANSFORMATION, EXTERNAL COMMUNICAITONS AND PRODUCT MANAGEMENT**

* Developed and implemented comprehensive global communication and marketing campaigns, including re-defining the corporate brand, leading the creative direction strategy and global market research teams, identified trends and competitor pricing, and developing a corporate positioning strategy.
* Led a comprehensive messaging and multimedia campaign including visual rebranding while producing and managing communication content and design for online and social media, website, digital newsletters, product brochures, presentations, event and trade show materials, product packaging, videos, and other content in developing corporate identity for all Zepter medical and luxury products.
* Launched strategic communication campaigns across all online platforms aimed at aligning messaging and unifying all products under a single corporate Zepter brand, including Bioptron light therapy medical devices, medical eyewear, skin therapy treatments, air and water purifiers, quality cookware, cosmetics, and luxury products.
* Served as the corporate spokesperson and brand ambassador while dealing with high-profile issues.
* Managed high-performing globally distributed teams including creative teams for videography, mobile app design, online digital content, and marketing.

**PARTNERED WITH KEY STAKEHOLDERS AND MANAGED STRATEGIC PARTNERSHIPS TO CREATE BUSINESS DEVELOPMENT STRATEGIES**

* Led liaison activities regarding strategic partnerships for Zepter and worked closely with cross-functional teams to identify new opportunities and negotiate mutually beneficial agreements.
* Identified and recommended global business development opportunities and trends while developing capture management strategies and advising Zepter’s CEO, business partners, and stakeholders on the brand’s direction.
* Created sustainable business models, business case and plans in support of Zepter global initiatives to promote a rapid growth environment.
* Organized medical conferences, trade show events, and presentations for Zepter medical products.

**DEVELOPED GLOBAL ENTERPRISE-WIDE EMPLOYEE COMMUNICATION AND BRAND ALIGNMENT CAMPAIGNS**

* Led the implementation of brand alignment strategies throughout Zepter's global product distribution enterprises, including developed a comprehensive internal communications outreach program to encourage engagement and foster understanding of the overall branding, mission, and key initiatives.

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| **Global Communications Project Manager and Business Development Consultant**  **Babson College / Babson Global, Boston, MA**  **January 2014 to March 2016** |

**CREATED A COMPREHENSIVE GLOBAL COMMUNICATIONS STRATEGY FOR “ENTERPRISE CITIES” PROJECT**

* Developed impactful communications campaigns and business development strategies aligned with Babson's vision and priorities for their global outreach program aimed at opening special economic zones “IT Enterprise Cities” with legal-regulatory systems implemented by Babson experts.
* Created all communication materials promoting the Babson College brand as the global leader in entrepreneurship, including website and YouTube content, stakeholder and strategic communication management plans, expert opinion editorials, economic reports, digital newsletters, and business case proposals.

**LED REGIONAL AND GLOBAL BUSINESS DEVELOPMENT INITIATIVES**

* Managed Babson’s global development project aimed at establishing the UAE School of Business, developing an adjusted global curriculum and courses, creating communication materials, managing outreach, analyzing online-learning, and negotiating international academic partnerships.
* Led government relations and local champion activities for Babson Global by building strong relationships with top government officials, venture capital groups, IT companies, local champions, and other key stakeholders in South-Central Europe crucial for implementing the “IT Enterprise Cities” project.
* Devised strategies and presentation materials, organized and participated in negotiations alongside Babson experts relating to establishing IT economic zones in host countries.
* Organized in-country media interviews and features as part of an issue advocacy campaign in support of the project.
* Facilitated signing of a “Letter of Intent” along with supporting project management documents relating to opening a new economic zone in the Balkans and generating significant interest among business leaders.

**CREATED** **INNOVATIVE CUSTOM PROJECT MANAGEMENT TOOLS**

* Designed an online project management system for keeping track of multi-level and multi-country tasks among Babson Global team members to help with big-picture planning and bring initiatives to a successful completion.

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| **BUSINESS DEVELOPMENT CONSULTANT**  **CCA Capitol Consulting Associates, Washington, DC**  **June 2001 to January 2012** |

**LED STRATEGIC MULTIMEDIA COMMUNICATION CAMPAIGNS, U.S. BUSINESS DEVELOPMENT INITIATIVES, and CONGRESSIONAL RELATIONS**

* Advised and trained executives for media interviews, conference presentations, meetings with members of Congress, World Bank and international financial institutions, and other engagements.
* Developed marketing strategies, business development plans, crisis communications, and strategic communications products for European corporate clients relating to potential business partner opportunities in the U.S. — mainly in IT, software, and health technology.
* Developed communications materials, including talking points, promotional videos, online multimedia marketing material for clients and “Balkan Connect” online platform.
* Created the “Balkan Connect Online Digital Platform” representing European business clients, including “Balkan Business e-News” featuring specific client industries.
* Organized US investor-relation trips to the Balkans that included media and business conferences and B2B events to encourage business partnerships

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| Projects — Non-Profit / International Affairs |

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| **EXECUTIVE DIRECTOR**  **Institute for Balkan Affairs / Serbian Institute, Washington, DC**  **March 2012 to August 2019** |

**LEADING ALL FUND-RAISING ACTIVITIES**

* Devised and oversaw fundraising strategies.
* Travelled extensively throughout the United States and abroad in fund-raising activities.
* Collaborated with the Board of Directors and leading members on specific fundraising projects.
* Created fund-raising videos, digital outreach brochures, online content, and other multimedia.

**MANAGING PROJECTS ADVANCING DEMOCRATIC REFORM, ECONOMIC DEVELOPMENT, CROSS-CULTURAL COMMUNICATION, US-BALKAN RELATIONS, AND UNDERSTANDING OF AMERICAN VALUES ABROAD**

* Balkan Corruption Watch Project – Bulgarian Project (2018-2019) [LINK](http://www.serbianinstitute.com/Balkan_Corruption_Watch.htm)
* Belgrade Conference on Supporting America’s Fight Against Terrorism (2017) [LINK](https://www.youtube.com/watch?v=2Jh_l2FBZkg)
* Student Leadership Project – Summer 2017 [LINK](http://www.serbianinstitute.com/e_news_2018_5_July_STUDENT_Leadership_GALLERY.htm)
* Kosovo & Metohija Humanitarian Project – Holiday gift packages to children and fund-raiser to donate computers for online schooling during COVID-19 (December 2018-March 2019)
* Fund-raiser and Installation of Famous Serbian-Americans Statues (including Nikola Tesla, Mileva Maric Einstein, and others) at the Serbian-American Heritage Garden in Cleveland, Ohio (October 2016) [LINK](https://www.youtube.com/watch?v=A_XqHJ8uFYM)
* Fund-raisers for medical donations to hospitals in the Balkans, including Bosnia, Serbia, Kosovo, and others via SAMA non-profit association. [LINK](https://www.serbianama.org/)

Capabilit

Certified project manager with n. Understanding of global landscape, including customers and competitors.