

Curriculum Vitae (CV)

1. Personal information	
Name and surname	Maher Al-Osta
Date and place of birth	31.01.1981. Beirut, Lebanon
Citizenship	Bosnia and Herzegovina
Telephone	BiH: +387 61 606 559 / BEL: +32 485 49 65 26
e-mail	alostamaher@gmail.com
Driving licence	B category
2. Formal education	
Period of education	2004 – 2009
Name of the institution	Faculty of Political Sciences
Type of Education	Bachelor of Journalism, Marketing and Public Relations
Period of education	1999 – 2001
Name of the institution	School for Programmers K.Reyan Consulting London
Type of Education	Object-oriented programming (Access, Visual Basic, C++)
Period of education	1995 – 1999
Name of the institution	High School Bugojno
Type of Education	General Education
Period of education	1987 – 1995
Name of the institution	Primary School "Stipo Đerek" Bugojno
Type of Education	Primary Education
3. Working Experience	
Period of employment	01.04.2017. -
Position	Online Marketing Manager
Activities	Development of new online products, web shops development, Digital campaign strategies, Social Media Advertising, Google and YouTube Advertising, Content marketing, e-mail marketing and newsletter strategy, SEO, generating new sales and leads process.
Name and headquarters of the company	UNIQA Insurance Bosnia and Herzegovina
Period of employment	01.03.2014. -
Position	Digital Marketing Consultant
Activities	Digital campaign strategies, Social Media Advertising, Google and YouTube Advertising, Content marketing, e-mail marketing and newsletter strategy, SEO websites, Data-based digital analysis of the competition, Analysis of your digital footprint, User Experience (UX), Re-launch planning (website/brand), Linking of on and Offline marketing, Strategies for e-commerce and Digital Marketing
Name and headquarters of the company	Freelance Consultant – Brussels, Belgium & Sarajevo, B&H
Period of employment	01.06.2012 – 28.02.2014. (1 year, 9 months)
Position	Director and part-owner
Activities	Preparation of marketing campaign, sale and distribution of advertisements on internet, media buying, analysis of statistics.
Company name	Lupon Ventures d.o.o. /Click Plus Sarajevo
Period of employment	01.03.2010 – 31.05.2012 (2 years, 3 months)
Position	Director of Marketing and Journalist
Activities	Preparation of media plans and marketing campaigns, media buying and selling, including writing and selling PR articles for web sites, analysis of statistics.
Company name	DEPO d.o.o. Sarajevo

Period of employment	22.08.2009 – 28.02.2010 (6 months, 10 days)
Position	Marketing manager, journalist and photographer
Activities	Preparation of media plans and marketing campaigns, media buying and selling, including writing and selling PR articles for main daily newspapers and weekly magazines (Dnevni avaz, Azra,...).
Company name	Avaz-roto press d.o.o. Sarajevo
Period of employment	11.02.2008 – 21.08.2009 (1 year, 6 months, 10 days)
Position	Marketing manager, journalist and editor
Activities	Preparation of media plans and marketing campaigns, media buying and selling, including writing and selling PR articles for magazines for children and Youth BiH (Barimba, Vesela sveskai Male novine). Editor of two magazine sections – educational and ecological.
Company name	DD "Dječija i omladinska štampa" Sarajevo
Period of employment	01.03.2006 – 31.07.2007 (1 year, 4 months)
Position	Project Coordinator
Activities	Coordinator of the project „Improving the life of Children and Youth in Bosnia and Herzegovina“. Coordinating set of activities and closely working with the representatives from youth, education, social and municipal sector.
Company name	CISP (Comitato internazionale per losviluppo del popoli) Sarajevo
Period of employment	01.02.2004 – 28.02.2006 (2 years, 1 month)
Position	Project Coordinator
Activities	Coordinator of UNDP/UNV IYP programme (Integrated Youth Program), working in 13 municipalities in Bosnia and Herzegovina with youth and municipal sectors (organisation of educational seminars, coordinating youth and humanitarian projects).
Company name	UNDP BiH, Sarajevo
Period of employment	01.09.2001 – 31.05.2003 (2 years, 8 months)
Position	Coordinator of the Centre
Activities	Coordination of all activities of the centre (entertainment club, internet club, DJ and bands educational workshops, production of radio shows), fundraising activities, organisation of the music festival Ex-Yu Rocks.
Company name	R.O.C.K. (Reintegration Youth Centre of Culture) Bugojno
4. Skills and Competencies	
Languages	Bosnian, Serbian, Croatian, English and Arabic
Computer Programmes	Word, Excel, Power Point, Access (data base), Visual Basic, Photoshop, Corel Draw, Premiere, CoolEdit, Wave Lab,...
Other skills and competencies	Organisational skills, analytical skills, negotiating skills. Strategic planning, team work, work under pressure,...
Technical competencies	Photography (professional photos with professional personal equipment), photo and video editing.
5. Certifikates	Google DoubleClick (Google London, UK), Public opinion research (OSCE BiH), Marketing Management of NGOs (UNDP BiH), Child Rights Monitoring (UNICEF BiH), Political Communication (UNDP BiH).
6. References	
Zehra Kačapor	Regional (Western Balkans) Programme Manager at Forum Syd Vienna, AU / e-mail: zkacapor@gmail.com / GSM: +436767058022
Jasmin Duraković	DEPO Portal & BLIN Magazin, Sarajevo, BiH e-mail: jasmin.durakovic@depo.ba / GSM: +38763045051
Pablo Diez	HR Manager at Save The Children, London e-mail: P.Diez@savethechildren.org.uk / GSM: +447534923409