



## Dragana Kalovska

**Nationality:** Macedonian/citizen of the Republic of North Macedonia |

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**Address:** Butel 1, 1000, Ckonje, North Macedonia (Home)

### WORK EXPERIENCE

01/09/2020 – CURRENT Skopje, North Macedonia

#### CO-OWNER AND EDITOR-IN-CHIEF BULEVAR.MK

1. Creation of content and texts, PR texts, informative texts, remain creative content
2. Maintenance of all communication channels related to the website
3. Maintaining the WordPress platform, hosting, uploading ads etc.

**Department** Media | **Website** <https://bulevar.mk/>

CURRENT Skopje, North Macedonia

#### PROJECT IMPLEMENTATION ASSOCIATE MUNICIPALITY OF KISELA VODA

- Implementation of projects within the framework of primary education and preschool age.

13/01/2022 – 31/10/2022 Skopje, North Macedonia

#### SENIOR PUBLIC RELATIONS ASSOCIATE CITY OF SKOPJE

- Coordinating the Public Relations Department in the City of Skopje
- Coordinating the public relations persons of the public enterprises and institutions under the City of Skopje
- Writing announcements, etc. texts, interviews, other texts
- Monitoring media narratives and taking care of appropriate information in public
- Organization of events and implementation of event protocols for the needs of the City of Skopje and the mayor's office
- Preparation of acts and documentation for the needs of the mayor's office.

30/08/2019 – 13/01/2022 Skopje, North Macedonia

#### PR ASSISTANT MENAGER CENTAR FOR COMMUNICATIONS

1. Creating and maintaining the flow of information between different stakeholders
2. Dealing with high volumes of information, fast-paced deadlines, work under pressure
3. Preparing briefing materials, speeches and other materials for the public
4. Preparing a strategy and executing various email campaigns
5. Part of the digital marketing team for strategies and campaigns on social networks (team leader of more than 20 people)
6. Part of the video campaign team - preparing scripts for video campaigns for TV and digital media
7. Coordinating 50 local teams and preparing materials for them

**Business or Sector** Information and communication | **Address** Skopje, North Macedonia

**MEDIA ANALYST PROJECT A - MARKETING AND PR PRODUCTION STUDIO**

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- Data analysis of entities in the media space, coverage of readership, audience, statistics for readers
- Processing of certain necessary parameters subject to the analysis for understanding the differences in relation to the analyzed subjects;
- Comparative, monthly and annual analyzes of the relevant parameters and performance of the entities for the needs of client requests;
- Marketing strategies and application of analyzed data.

**Business or Sector** Information and communication | **Address** 1000, Ckonje , North Macedonia

03/05/2018 – 01/08/2018 Skopje, North Macedonia

**CHIEF MARKETING OFFICER FULM SAVINGS BANK**

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1. Preparation and organization of current and new campaigns
2. Preparation of Strategy for marketing activities September 2018/September 2019
3. Organizing current events
4. Conclusion of contracts with legal entities
5. Cooperation and organizing activities with the branches throughout Macedonia
6. Photo processing for campaign purposes
7. Writing eg texts and texts for campaigns
8. Updating official accounts, preparing announcements
9. Implementation of purchases, collection of offers and their processing

**Address** Blvd. Jane Sandanski no. 7/1, 1000, Ckonje | **Website** <http://www.fulm.com.mk/kontakt/>

15/02/2018 – 12/2019

**AUTHOR EM MEDIA LTD**

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1. Analysis of the range of attendance;
2. Production of informative news and texts, work with WordPress platform;
3. Implementation of marketing tools for promotion through social media;
4. Digital marketing campaigns (FB Business manager, Ad manager ...)

01/05/2017 – 31/12/2017

**JUNIOR LEGAL AFFAIRS ASSOCIATE GOVERNMENT OF REPUBLIC OF MACEDONIA**

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1. Processing of cases in the department for normative-legal affairs in the legal sector of the General Secretariat of the Government;
2. Processing of cases in the department for petitions and proposals and public information.

**Address** Blvd. Ilinden no.2, 1000, Ckonje | **Website** <http://vlada.mk/>

14/04/2016 – 14/04/2017 Skopje, North Macedonia

**JUNIOR ASSOCIATE FOR COMMUNICATION GOVERNMENT OF REPUBLIC OF MACEDONIA**

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1. Content creator for internet information;
2. Maintenance of official accounts on social networks;
3. Communication and conducting correspondence with media;
4. Other delegated tasks from the public relations department for the Government.

**Address** Blvd. Ilinden no.2, 1000, Ckonje | **Website** <http://vlada.mk/>

23/09/2015 – 13/04/2016 Skopje, North Macedonia

**LEGAL SECRETARY SECONDARY SCHOOL OF THE CITY OF SKOPJE, "MARIA CURIE SKLODOVSKA"**

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1. Taking care of the personal files of the 100 employees of the school;
2. Drafting employment contracts and other contracts with other legal and natural persons;
3. Registration, registration of employees in the Employment Agency and the Pension and Health Insurance Funds;
4. Drafting of acts for the current operation of the school (decisions, solutions, statute, systematization...all school necessary acts);

5. Creation of business documentation and documents for daily operations for the school and for other legal and natural persons;
6. Maintaining an archive and archiving, inventory of acts;
7. Conducting any type of administrative procedure with institutions and municipalities;

**Address** St. 3-rd Macedonian Brigade No. 63a, Skopje, 1000, Ckonje

10/10/2014 – 30/08/2019 Skopje, North Macedonia

#### **DIGITAL MARKETING FREELANCE NATURAL PERSONS AND COMPANIES**

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1. Creation, maintenance and promotion of accounts on social networks;
2. Analysis of the range of attendance;
3. Targeting specific categories of users using social media;
4. Creating content and campaigns for different clients simultaneously using strategy and marketing tools to promote;
5. Email campaigns through Mailchimp;
6. Work with FB Business manager and Ad manager, Google analytics, SimilarWeb, Semrush...

**Address** st. May 9-th, Skopje, 1000, Ckonje

08/01/2014 – 01/06/2014 Skopje, North Macedonia

#### **PARALEGAL ATANAS GJEORGIEVSKI LAW OFFICE**

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1. Work on a project for the needs of Company for production and distribution of thermal energy, for the preparation of legal cases and documentation for execution based on outstanding debts from debtors.;
2. Acquisition of objects and reliable executive documents; preparation of requests for execution, bills of costs and power of attorney for natural and legal debtors.
3. Calculation of interest based on debts, as well as other necessary calculations.
4. Carrying out other tasks and activities related to notaries, executors and courts necessary for the smooth implementation of the activities covered by the project.

**Address** Blvd. "Kocho Racin" no. 14/3-4, Ckonje

01/10/2011 – 31/10/2012 Skopje, North Macedonia

#### **LEGAL ASSISTANT „TITIC" LLC IMPORT-EXPORT**

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1. Drafting of trade agreements with business partners in Macedonia and abroad (Agreements for representation, mediation, insurance, transportation, etc.);
2. Registration/deregistration of employees, preparation of technical documentation; notary certificates, conducting documentation for the Central Registry, Official Gazette, IRS, Customs and other state institutions;
3. Application of the Law on Safety and Health at Work, the Law on Labor Relations, the Law on Commercial Companies, the Law on Obligations and others;
4. Participation in the preparation of tender documentation; preparation of the other business correspondence required for the operation and other tasks and activities related to the activity of the company

**Address** st. "Orce Nikolov" no. 101/6, Ckonje

01/09/2008 – 01/09/2011

#### **SECRETARY GENERAL ASSOCIATION OF CITIZENS "FORUM ORATORES" - CLUB OF ORATORS**

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1. Preparation of the annual budget of the Club of Orators, responsibilities in collecting income from membership fees, sponsorships and donations, final accounts, reports;
2. Preparation and implementation of projects within the activity, holding trainings and seminars on rhetoric and public speaking, organizational responsibilities for the realization of public discussions, and events.

**Address** st. "Goce Delchev" 9b, Ckonje

## ● EDUCATION AND TRAINING

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14/02/2023 – CURRENT Skopje, North Macedonia

**QUALITY ASSURANCE STUDENT - ACADEMY FOR SOFTWARE TESTING** Seavus Education & Development Center

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-Generic IT skills  
-SQL and NoSQL  
-software development methodologies  
-Fundamentals of Linux  
-Manual testing  
-Automation testing

**Address** 11th October St. 33a, Skopje, North Macedonia | **Website** <https://www.sedc.mk/> |

**Field of study** Software and applications development and analysis |

**Final grade** Certified QA software tester - ISTQB

01/10/2012 – CURRENT Skopje, North Macedonia

**MASTER OF BUSINESS LAW** University "St. Cyril and Methodius" - Faculty of Law "Justinian I"

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**Address** Skopje, North Macedonia | **Level in EQF** EQF level 7

15/09/2008 – 01/10/2011 Skopje, North Macedonia

**BACHELOR OF LAW** University "St. Cyril and Methodius" - Faculty of Law "Justinian I"

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**Address** Skopje, North Macedonia | **Field of study** правни студии | **Level in EQF** EQF level 6

01/09/2004 – 28/07/2008 Skopje, North Macedonia

**ECONOMIC ASSISTANT** Vocational, economic and legal secondary school of City of Skopje „Arseni Jovkov"

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**Address** Skopje, North Macedonia | **Field of study** економски асистент | **Level in EQF** EQF level 5

21/10/2019 – 06/12/2019

**SUCCESSFULLY COMPLETED POLITICAL ACADEMY „HOW EUROPE WORKS"** Robert Shuman Institute, Wilfred Martens Centre and Political Academy of the APP

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**Address** Vienna, Austria - Introductory course, Brussels, Belgium - Study visit

29/11/2019 – 01/12/2019 Prilep, North Macedonia

**SUCCESSFULLY COMPLETED POLITICAL ACADEMY „STRENGTHENING THE CAPACITIES OF FUTURE LEADERS"** Konrad Adenauer foundation and the Institute for social researches

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**Address** Prilep, North Macedonia

31/10/2015 – 03/11/2015 Skopje, North Macedonia

**SUCCESSFULLY COMPLETED POLITICAL ACADEMY „POLITICAL ACTION AND DECISION-MAKING AT THE LOCAL LEVEL, STRENGTHENING THE CAPACITIES OF WOMEN AND YOUNG PEOPLE IN POLITICS"** Pavel Shatev Institute, Konrad Adenauer Foundation and Eduardo Frey Foundation

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**Address** Skopje, North Macedonia

23/11/2015 – 28/11/2015 Lublin, Poland

**SUCCESSFULLY COMPLETED TRAINING FOR „DRAFTING PROJECT APPLICATIONS"** National Agency for European Educational Programmes and Mobility, Erasmus + Key action 2

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**Address** Lublin, Poland

19/03/2015 – 22/03/2015 Prevale, Kosovo

**SUCCESSFULLY COMPLETED PROFESSIONAL TRAINING-SIMULATION „SHAPING THE FUTURE OF EUROPE"** Konrad Adenauer Stiftung, Wilfred Martens Centre, Civic

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**Address** Prevale, Kosovo

03/07/2013 – 04/07/2013 Skopje, North Macedonia

**COMPLETED PROFESSIONAL TRAINING FOR „PROJECT MANAGEMENT"** Citizens association „Youth Can"

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**Address** Skopje, North Macedonia

2008 Skopje, North Macedonia

**CERTIFIED TRAINER FOR COMMUNICATION AND RHETORICAL SKILLS** Association of citizens "Forum Oratores" - Club of Orators

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**Address** Skopje, North Macedonia

## ● LANGUAGE SKILLS

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Mother tongue(s): **MACEDONIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	C2	C2	C2	C2	C2
<b>FRENCH</b>	A1	A2	A1	A1	A1

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*

## ● DIGITAL SKILLS

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Social Media | Presenting | Internet user | Communicating Transacting Being safe and responsible online | Analytical skills | Outlook | word press | Microsoft Office | Communications | SQL | Linux fundamentals | software development methodologies | Excel - proficient | Digital Media and Digital Creativity | Excellent writing and verbal communication skills

### Other skills

Written and Verbal skills | Creativity | Critical thinking | Decision-making | Problem-solving | Good at being proactive and efficient in high stress situations | Organizational and planning skills | Excellent organizational planning and solving problems in short time | Presentation and negotiation skills | flexible | Ability to Work Under Pressure | Efficient multi-tasking | Excellent team player | Research

## ● ADDITIONAL INFORMATION

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### NETWORKS AND MEMBERSHIPS

2020 – CURRENT Skopje, Macedonia

**Member of the Institute for Conservative Politics SARISSA;**

2020 – CURRENT Skopje, Macedonia

**Member of the Center for Security Research**

2006 – CURRENT Skopje, Macedonia

**Member of Forum Oratores - Orator's Club**

### DRIVING LICENCE

**Driving Licence:** B

## CONFERENCES AND SEMINARS

### Seminars, academies, trainings

- Participation in the online panel discussion "The politics and rules of conservatism"( SARISA citizens' association, 19.11.2021)
- Completed the workshop "Digital media management, optimizing tools, platforms and visual communications" (Konrad Adenauer 23.04.2020)
- Successfully completed training on the Human Resources Management Information System - HRMIS conducted by the Ministry of Administration and Information Society and ASSECO (September 2015);
- Successfully completed training on the latest amendments and additions to the public procurement law and guidelines for effective application in the public procurement system (Royal star group, Bizko group 2014, 2015 and 2016)
- Successfully completed training for School Board members - "Efficient and effective school management" (Bizko Group 2016)
- Successfully completed seminar "Entrepreneurship and running a small business" - Motiva, Skopje;
- EU youth exchange program "Youth exchange" - "Permaculture", Prijepolje, Republic of Serbia (team leader of the delegation of Macedonian students)
- "Politiada 2012" - Rovinj, Croatia (May 2012) (Faculty of Political Sciences - Belgrade and Orator's Club, international regional meeting of political science students)

## PROJECTS

### Conducted trainings and projects

- Speaker on the topic "What is fake news" organized by the Swedish Institute, at the workshop: "The dangers of propaganda and disinformation in the world" (22.04.2021)
- Moderator of the public discussion "Practices and experiences in the reintegration of foreign fighters" organized by the Center for Security Research (February 2021);
- Moderator of the online public discussion "The Impact of COVID19 on the Increase of Attacks in Cyberspace" Center for Security Research (September 2020)
- Moderator of the public "Discussion on European security challenges and threats" organized by the Center for Security Research (October 2020);
- "Politiada 2013" - Balaton, Hungary. Co-organizer and coordinator of the delegation of Macedonian students;
- "Training for public speaking and rhetorical skills" at the Faculty of Law, "Justinian the First"
- „Trainings for public speaking and rhetorical skills for high school students" in part of the municipalities in Skopje and Veles. (May 2014; April 2013; March 2012; February 2010; March 2009);
- Professional training „Public speaking and communication skills" intended for the employees of Culture institution "Museum of the Macedonian struggle for statehood and independence, VMRO Museum and Museum of the victims of the communist regime";
- Projects for professional and business upgrading of economics students (February 2010, 2011 and 2012) AIESEC- Student organization for Professional International Internships (AIESEC Macedonia-Skopje and Prilep branch), communication coach during a job interview;
- Public discussion on the topic „Say NO to corruption" - UNDP - United Nations Development Program, project coordinator and moderator of the discussion (December 2011);

## HONOURS AND AWARDS

### Awards and participation in competitions

- Inter-university public speaking competition on the topic "Gender differences between tradition and European values" - "The European movement in R.M." - EDRM (won 2nd place);
- Participant of the 12th Oratory Evening "Ivo Puhar" law faculty "Justinian the First" with his own speech on the topic "Homo Sapiens VS Planet Earth"
- Participant of the 13th Oratory evening, "Ivo Puhar" with Abraham Lincoln's speech, "The Gettysburg Address - All men are created equal" USAID, SEA project and MASSUM (Youth Association of Secondary Vocational Schools in Macedonia), won first place in the competition for the best youth organization in the capacity of president of the SEPUGS youth organization, "Arseni Jovkov".
- Participation in a state competition for impromptu speech in the Macedonian language (SEA project 2007);
- Won second place at a state competition for public speaking in the Macedonian language at the SEA educational project (March 2006);
- Won first place at a state competition for fire protection (pioneers) - Fire Protection Union of R.M. (November 2003)

## ORGANISATIONAL SKILLS

### Organizational skills

- Excellent multitasking organizational skills in organizing projects, tribunals, presentations, trainings and large-scale events;
- Organizer and team leader of a large number of workshops, activities and events especially for civil organizations and associations;
- Productive when working in teams, ability to promote a creative and dynamic work environment, as well as work under pressure;

## HOBBIES AND INTERESTS

### Mountain hiking

## COMMUNICATION AND INTERPERSONAL SKILLS

### Communication skills

- Certified trainer for communication and rhetorical skills.
- Excellent communication skills acquired with many years of experience in the field of public speaking and training in the field of communication as a certified trainer for public speaking and rhetorical skills;
- Excellent communication skills for maintaining public relations.

## VOLUNTEERING

07/07/2014 – 01/10/2014 Office of the President of the Government of the Republic of Macedonia

### Junior Associate

- Resolution of petitions from individuals and legal entities in the legal affairs department;
- Administrative-legal documentation

01/11/2012 – 31/05/2013 Employment Agency of the Republic of Macedonia, Employment Center of the City of Skopje

**Junior legal associate** Department for active employment policies and measures; Department for research and analysis of the labor market; Department for human resources, legal and personnel-administrative affairs

- Registration of unemployed persons; Participation in the employment procedure, preparation of the procedure and participation in mediation; Participation in the procedure for awarding grants, loans and non-refundable financial means for subsidizing employment;
- Processing of cases from citizens for entering seniority in the lists from the Pension Insurance Fund, preparation of M1, M2 and M4, M8 and other documentation, performing calculations based on working hours and calculations based on salary on the occasion of a decision on work compensation ;
- Elaboration of decisions on the basis of the termination of the right to work compensation due to the acquisition of conditions for old-age, family, disability pension for persons who are on the records of the ESA.

15/09/2005 – 31/12/2005 United States Agency for International Development – USAID

### Promoter

- Promoting the work of the Agency in some of the secondary and primary schools throughout Macedonia in Macedonian and English; Participation in a seminar and training for presenting the activity of the agency;
- Presentation of the various projects in the economy, projects for democracy and education;
- Part of the team for organizing the largest fair of school companies of secondary vocational schools throughout Macedonia, organizing workshops and participating in other activities of MASSUM (Youth Association of Secondary Vocational Schools in Macedonia) under the auspices of the Agency.

## JOB-RELATED SKILLS

### Work acquired skills and abilities

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- Preparation of documentation for conducting civil proceedings before competent courts and institutions, conducting administrative proceedings for individuals and legal entities, all kinds of office work, conducting calculations, archiving, drafting forms, submissions and contracts in Macedonian and English;
- Ability to create and maintain social media accounts for clients;

- Ability to analyze and process data related to media and systematize it for the needs of a new brand/client;
- Preparation and processing of all types of texts in Macedonian and English (informative, PR texts and the rest) and their proofreading;
- Acquired marketing and PR strategy skills, excellent digital marketing skills;
- Leadership skills, making decisions and taking responsibility (acquired as a mentor, organizer of events and projects, but also as a coordinator of the public relations department in the City of Skopje).