

Marijana Miric

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Professional Profile

- Master of Digital Media graduate with a background in Graphic Communication Management and Project Management
- Acknowledged for self-management, organizational skills, and high-quality work output
- Recognized for excellent interpersonal and communication skills, strategic approach to project management and timely project delivery
- Analytical, enthusiastic, organized, goal-oriented and solution-driven problem solver with strong leadership abilities.
- Skills toolset includes:
 - ♦ Advanced Computer Skills
 - ♦ Organizational and Leadership Skills / Demonstrated ability in corporate core competencies
 - ♦ Strong Cultural Intelligence / Excellent communication and interpersonal skills
 - ♦ Creative resourcing and research skills
 - ♦ Proven project management skills
 - ♦ Proactive mindset
- Proficient in:
 - ♦ Adobe Creative Suite 6 (Photoshop, InDesign)
 - ♦ Basic Microsoft Office programs (Word, Excel, PowerPoint)
 - ♦ Microsoft Office Specialized programs (Project, Professional, One Note)
 - ♦ Web Development (HTML & CSS)
 - ♦ DoubleClick Campaign Manager (DCM)
 - ♦ Mac and Windows Operating Systems
 - ♦ Mindjet
 - ♦ Prezi
 - ♦ Acrobat Pro

Professional Skills & Competencies

- Currently managing the technical competencies of 20+ digital media campaigns at any one time at GroupM;
- Proficient in many aspects of the project management process, including but not limited to: project briefs, work back schedules, risk identification and mitigation strategies; trafficking resources; and identifying and coordinating with key stakeholders;
- Familiar with both the agile and traditional waterfall project management methodologies;
- Experienced in managing projects from start to finish and communicating with both internal and external stakeholders, as well as vendors regarding the proper deployment of key project components;
- Specialized in coordinating resources and deadlines with a number of creative partners and agencies;
- Reviewed the accuracy of outputs, at each stage, for BIMM including research metrics, presentation decks, copy decks and revisions in the creative for various clientele including but not limited to: Shaw Communications (now Corus Entertainment), Audi Canada and Sears;
- Identified and mitigated project risks for the execution of the Master of Digital Media industry night;
- Collected \$100,000 in internal fundraising from Ryerson University;

Career History

- **Digital Traffic Coordinator / GroupM**

Specializes in trafficking display, video, and mobile advertisements through DCM; Ensured effective delivery of the digital media strategy; Drives the day-to-day execution of digital ad delivery; Experienced in managing the technical competencies of 20+ digital media campaigns at any one time; Responsible for quality assurance of creative assets and campaign set-up; and coordinating with multiple stakeholders, including clients, vendors, and creative agencies.; Identifies opportunities for improvement regarding the optimization of digital media campaigns.

Feb 2016-Present
- **Co-Founder / Project Manager / Studio Bud**

Developed work-back schedules for workshops; Coordinated financial budgets, logistics, and onsite event management; Booked facilities, AV equipment, photography, and developed of post-event reports; Facilitated design thinking workshops for youth; Created promotional and marketing materials for workshops; Updated social media channels via targeted approaches in order to increase brand awareness and strengthen the online brand; Secured proper approvals for venues and resources.

Mar 2015-Present
- **Project Coordinator / Graphic Arts Magazine**

Planned and organized the production schedule, including dead dates for articles and advertisements; Oversaw all production processes; Provisioned emails and contracts for advertisers; Acted as a liaison between the advertisers and creative team.

Sep 2015-Nov 2015
- **Account Services Intern / BIMM**

Copy-edited a diverse selection of email and direct mail creatives for clientele; Developed presentation decks; Researched key information for the Account Services team.

Feb 2014-Apr 2014
- **Logistics Coordinator / Set Scouter**

Provided customer support via social platforms (Facebook and Twitter); Analyzed analytics for social media platforms; Scheduled photography for homeowners; Prepared customized word processing documents, integrating text and graphic elements as required

Oct 2013-Nov 2014

Volunteer Experience

- **Managing Editor and Co-Founder, Ryerson Digital Media Review (RDMR)**

Set and enforced policies for the team regarding deadlines and content; Ensured that all online content complies with RDMR style standards; Acted as a liaison between the editorial staff and the Editor-in-Chief.

Feb 2015-Oct 2015
- **Content Project Manager, GCM Grad Book**

Coordinated photography for over 100 GCM students, faculty and staff; Dealt with content management to ensure all content met the specified criteria; Copy-edited the final draft.

Jan 2013-Mar 2013
- **Co-Chair, Ryerson Blue and Gold Ball, Ryerson University**

Secured venue (Maple Leaf Gardens/Mattamy Athletic Center) for over 2,700 students, faculty, and staff; Developed and pitched presentation decks for funding presentations; Maintained up-to-date budget report; Ensured that all communication and promotional materials complied with Ryerson's branding standards.

Dec 2012-Apr 2013

Education

- Master of Digital Media, Ryerson University (RU)

Sep 2014-Oct 2015
- Magazine and Website Publishing Certificate, RU

Sep 2012-Oct 2015
- Bachelor of Technology, School of Graphic Communications Management, RU

Sep 2009-Apr 2013