

PERSONAL INFORMATION

Tjaša Gnezda



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www.instagram.com/tejsa <https://twitter.com/tejsa> <https://tejsablog.wordpress.com/>

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Sex Female | Date of birth 9/4/1985 | Nationality Slovenian

PREFERRED JOB

Media, design, advertising, public relations and marketing

WORK EXPERIENCE

5/4/2016–Present

Project assistant and photographer

IDH Institute for Social Science and Humanities Research
Ulica Hermana Potočnika 21, 1000 Ljubljana (Slovenia)
<http://idh.si/>

- participation in the international project Homo Europeanus (Co-funded by the Europe for Citizens Programme of the European Union).
- more on the website: www.homo-europeanus.eu
- preparation of research work, educational activities
- design of the presentation of visual material (photo and video)
- assistance with organising and photographic material for poetry contest entitled "Europe of My Dreams" and the award ceremony
- participation in conferences Citizens' Forum Zadar, Croatia (5th to 9th September 2016)

Business or sector Education

16/4/2016–16/4/2016

Photographer

Premik - karate institute, Logatec (Slovenia)
<http://www.premik.si/karate-institute/>

- photographic material on the anniversary of the karate club Kolektor Idrija
- photos published: <http://www.premik.si/novice-premik/40-let-karate-kluba-kolektor-idrija-foto-galerija/>

1/11/2015–Present

Organisational designer

Youth center Idrija, Idrija (Slovenia)
<http://www.mcidrija.si>

Youth center Idrija

- material preparation and organization of events
- interior realization of events
- the contribution of visual material (photo)

1/11/2015–Present

Association memeber

KUD Avgust, Idrija (Slovenia)
<http://www.avgust.si/>

Cultural and Artistic Association Avgust

- shaping operation and cooperation with the club activities (cultural events)

1/10/2015–Present

Journalist

Idrija2020, Idrija (Slovenia)

<http://www.idrija2020.si>

Association for Youth Development Idrija 2020

- articles for TBI magazine, the magazine of the future city
- personal portrait (Interview with Elena Kanagy-LOUX)

- visual material portrait

25/3/2015–27/3/2015

Photographer

Slovenska filantropija, Združenje za promocijo prostovoljstva

Poljanska cesta 12, 1000 Ljubljana (Slovenia)

<http://www.filantropija.org/>

- photographic material at the project Day to change (Dan za spremembo in collaboration with non governmental organization - Slovenska filantropija Ljubljana.
- participation in the thematic photo contest (won first and third place)

Business or sector Education

1/5/2015–Present

Designer of personal photo exhibition

Gostinstvo U&T Urška Lapajne s.p. KAVARNA IDRİJA

Mestna občina, Mestni trg 1, 5280 Idrija (Slovenia)

<https://www.facebook.com/kavarna.urska>

- preparation of photographic and natural construction material (wooden home made framing)
- conceptual design exhibitions in the place
- compositional, spatial realization of exhibitions
- organizational execution of the event

Business or sector Other service activities

1/7/2014–1/10/2014

Web marketing

1Global Translators

Translators Gran Via de les Corts Catalanes 392 5º 2ª, 08015 Barcelona (Spain)

<http://en.1globaltranslators.com/>

The main task of international internship: online marketing for translation agency

- search for new customers in USA market (New York, Los Angeles) and in the Spanish market (dissemination database - Microsoft Office Access)
- creating quality content online blogs ▪ promoting growth, corporate website in the most widely used social networks (Facebook, Twitter, LinkedIn, Pinterest, Instagram, blog)
- analyzing statistical data, forms the final conclusions and improvements to company's achievements (knowledge tools and the use of Office, Rankenizer)
- changing Internet at HTML processing visual material, marketing (promotions, competitions etc.)
- editing new website - Wordpress ▪ involvement in all the processes of coordination of projects and personnel work

Business or sector Information and communication

1/5/2013–1/5/2014

Sales, purchase and communication

Kolektor Group d.o.o.
Vojkova ulica 5, 5280 (Slovenia)
www.kolektor.com

- sales
- strategic purchase
- external and internal communication in home country and abroad
- editing and organization of business meetings
- contacts with customers and equipment suppliers
- good knowledge of SAP tools

Business or sector Professional, scientific and technical activities

1/6/2011–Present

Journalist

ABC Merkur d.o.o., Kosovelova ulica 10, 5280 Idrija (Slovenia)
<http://www.zalozba-bogataj.si/si/>

Journalist works, writing columns and reports etc.

Business or sector Information and communication

1/4/2012–1/3/2013

Shop salesperson and creating unique products

Mareli.ca, Mateja Kuhar-Bizjak s.p., Dunajska cesta 158 1000 Ljubljana (Slovenia)
<http://www.marelica.si/>

Assistance in the sale and creating unique products, advising clients at the gift shop.

Business or sector Other service activities

1/10/2012–31/10/2012

Marketing and promotion

Alkemist, prevajalske storitve, d. o. o., Obirska ulica 4, 1000 Ljubljana (Slovenia)
<http://www.alkemist.si/>

Promotion and marketing of the corporate award ceremonies Gazel 2012.

Business or sector Information and communication

1/9/2011–30/9/2011

Promotion and photography

BLT d.o.o., Ulica Sv. Barbare 6, 5280 Idrija (Slovenia)
<http://www.bl.si/>

Marketing and company promotion at trade fairs, participate in visual organization, layout of the new company's programme and collaborating in photo material for company's web side.

Business or sector Information and communication

1/7/2009–15/8/2009

Administrative works

Kolektor Group d.o.o., Vojkova ulica 10, 5280 Idrija (Slovenia)
<http://www.kolektor.com/>

Entering data into a computer database in the Pantheon programme, gaining new contacts, text editing, materials, e-mail and business contacts etc..

Business or sector Administrative and support service activities

EDUCATION AND TRAINING

1/10/2012–Present

Communication and society studies, Master degree

Faculty of social sciences, Ljubljana (Slovenia)

EQF level 7

- theories of communication and media
- management and globalization of the economy
- communication, behavior and social change
- international and intercultural communication
- management of Corporate Communications
- research Seminar / methods

1/10/2007–1/9/2012

Communication Bachelor - Media and communication studies

EQF level 6

Faculty of social sciences, Ljubljana, Slovenia, Ljubljana (Slovenia)

- cultural language
- statistics
- foreign languages (English and German)
- psychology of consumers and communication
- semiotics
- social advertising
- theory of media and communication
- media relations - PR
- advertising and society
- media ethics and critique
- communication management
- internet research
- project of marketing research
- practics of documentary photography
- image politics, visual communication etc.

1/9/2001–30/9/2005

Economic gymnasium

EQF level 5

Economic high school Nova Gorica, Slovenia, Nova Gorica (Slovenia)

- slovenian language
- mathematics
- foreign languages (English and German)
- expert subjects (Economy and Business)
- science subjects (Chemistry, Biology, Geography),
- history
- sports

14/11/2015–16/11/2015

Basic photography course

Arne Hodalič - photographer, self-employed photographer and educator in culture

Ulica Malči Beličeve 0133, 1000 Ljubljana (Slovenia)

<http://www.arnehodalic.com>

- basic photography course
- the operation of the camera and its settings
- basic Photo legality (aperture, time sensitivity, globinskaostrina, dynamic range, RAW or JPEG, ...) and advanced technology (composition, contrast, brightness, effects, processing photos, ...)
- terrain shooting practice

5/11/2015–18/4/2016

Basic course of printmaking techniques

The International Centre of Graphic Arts
 Tivoli Mansion, Pod turmom 3, 1000 Ljubljana (Slovenia)
<http://www.mglc-lj.si/eng>

- traditional printmaking techniques:

screen printing, woodcut, drypoint and lithography under the mentorship of Slavko Pavlin, Boge Dimovski, Mojca Zlokarnik and Svetlana Jakimovska Rodić.

PERSONAL SKILLS

Mother tongue(s) Slovenian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	B2	B2	B1	B1
German	A1	A1	A1		
Spanish	A1	A1	A1		

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
 Common European Framework of Reference for Languages

Communication skills

- communicative and open minded in daily situations
- interpersonal skills are always based on the ability to establish and maintain contacts with people. I understand that people are often involved in different groups with whom we must learn to co-existence for the successful achievement
- I have a sense of creativity, innovation, thinking about the possibilities, improvements oriented to the future
- emotions, subjectivity and personal approach to each other
- spontaneity is associated with the rapid adaptation to change
- I like a lively working environment, where I can express my creativity, charisma and cooperating with people in maintaining good relations.

Organisational / managerial skills

- tidiness is generally a reflection of the organization, responsibilities are always taken seriously. This is also reflected in the sense of aesthetics that I create with daily personal appearance and image in society.
- I am meticulous, conscientious, responsible and hard working. Looking towards goals by investing considerable effort in achieving them.
- committed to work and structure of the points that help me to be more efficient.
- I show potential as considerate, tactful and sensitive to the needs and problems of others. I strive for fairness and honesty.
- I try to tightly control my own emotions and behavior, and therefore give the impression of being relaxed and calm.
- I have the ability to motivate others. In this respect, I am aware that there must be a good leader, as a good listener and as a good speaker.

Job-related skills

- marketing
- communication
- organization
- independence
- creativity
- multipractical

Digital competence

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Independent user	Basic user	Basic user

Digital competences - Self-assessment grid

- web area, website (Wordpress), email (Outlook), social networks (Facebook, Twitter, LinkedIn, Instagram, Pinterest, Youtube, Vimeo, etc.),
- MS office area
- visual design basics in Corel Draw, Photoshop
- acquired knowledge in the field of search and data in database (the basics of business accounting program Pantheon)
- Good knowledge of SAP tools for administrative work
- the usage of analytical program Rankerizer, the positioning of websites on web

Other skills

- Sports and recreation seeing as pumping extra energy by dancing, running, skating, fitness, cycling, tennis, skiing etc
- personally close to the aesthetic sense of design, graphic and visual image realization of the actual product or services .
- art is the great part in my life, design, fashion, photography
- design skills such as sewing, handicrafts, fashion accessories, painting
- Addicted to music, dance performances, movies, moving pictures, contemporary museums, theater etc.

Driving licence A1, B