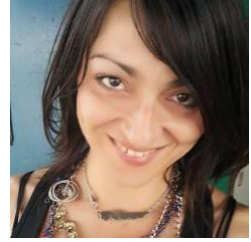


CV - Mirjana Tomić



Nationality: Serbian, Gender: Female

Phone: +381621578474, email: mira.tomic@filmfatale.com

LinkedIn: <https://www.linkedin.com/in/miratomic/>

IMDB: http://www.imdb.com/name/nm0866659/?ref=fn_al_nm_1#producer

Member of Managing Board of Independent Producers Association of Serbia

Co-founder of Institute for Environment Improvement (certification body in green production)

EDUCATION

Belgrade University - Faculty of Dramatic Arts - FDU Film and TV production

.Diploma: B.Sc. Film and TV producer

- Production of films, TV, and new media, management in culture

COURSES & TRAINING:

June 2021 - Regional Certified Training on Mainstreaming Human Rights Based Approach and Gender Equality, organized by EU and TACSO 3

Certificate: GE and HRBA project designer, media influencing

**November - December 2019 -10 days - MEDIA desk Serbia and Faculty of Media and Communications
CREATING QUALITY TV SERIES / Online interviews with multi-award winning creators**

1. AUTHOR OR TEAM: HOW TO TACKLE THE DEVELOPMENT OF A DRAMA SERIES, Gabor Krigler (Hungary)
2. HOW TO WRITE THE PILOT THAT SELLS, Maggie Murphy (USA)
3. TV-SHOWS WITH NO EXPIRATION DATE, Tatjana Samopjan (Sweden)
4. STRUCTURE OF A TV EPISODE - CASE STUDY: HOUSE, MD, Peter Blake (USA)
5. HOW TO CREATE THE MOST WATCHED TV PROGRAM - DIRECTOR'S APPROACH, Julian Farino (Great Britain)

May-June 2018 - Creative Europe desk- Media

Course: EU - Cultural and Media funds , ETA, Brussels, Belgium

Certificate: Excellence in audio visual projects development, implementation and evaluation

February 2016.

European Training Academy - ETA, Brussels, Belgium

Course: EU research and innovation fund Horizon 2020

Certificate: Excellence in H2020 development and implementation - 2016

November – December 2014.

EU Training Academy, Brussels, Belgium

Course: Development and implementation of EU funded projects, EU Funds and programs

Certificate: Excellence in preparation and management of EU projects
Knowledge and Skills: development and management of the most demanding EU projects, international partnerships, high-budget projects evaluating and reporting, data gathering, call analysis, key variables for success, key parts, excellence in implementation, risk management, legislation in EU

December 2014. Belgrade Chamber of Commerce and Balkan Security Network, Belgrade

Training: Opportunities for Serbian economy in EU programs 2014-2020, development of projects for EU funds, current and upcoming funds and application procedures

October 2014 / City of Belgrade, Secretariat for Environmental Protection

Training: Environmental Protection Plan for 2015, "Green Architecture", development and implementation of projects from 2015 -2020.

February 2012 / European Commission, European Parliament, Brussels, Belgium

"People to People" study tour / Seven days of everyday seminars, round tables, workshops, visits, public and private meetings

Topics: Media, Active Citizenship, Gender Equality, EU Institutions and funds, Connectivity and networking

November - December 2011 Faculty of Project Management, Belgrade

Training: Leadership-management, Project management, marketing strategy and budget, promotion of quality

Certificate: Advanced Business Project Manager

January 2011 / June 2011 EUCLID / European Network of Advanced Leaders, London (GB) - 45 days

Course: "Establishing and activating networks" - European standards for sustainable project management, Marketing tools for international markets, leadership and project management in large consortia

Certificate: International project manager

October 2010 / City of Belgrade, Agency for European Harmonization and Cooperation with associations

Training: European and IPA projects - development and management, Advanced work and relationship with donors and stakeholders . Certificate: European IPA Project Manager

SPECIAL INTERESTS:

Master classes in digital content production, iMovie, Google analytics and SEO optimisation, social media marketing, VR, AI,, designing webinars, podcasts production, European digital initiatives, Europe for citizens, Creative industries, pitch production art-

Whole life restless passionate learner

PROFFESIONAL HISTORY

EXPERIENCE IN MEDIA PRODUCTION AND CREATIVE INDUSTRIES

MAY 2016 - Still / Production LILITH, Belgrade - film, TV and digital media production

Position: Creative Producer, founder, Digital content manager, Development producer

- Development and production of dozen feature films, 2 TV serials, around 12 digital campaigns for media projects of all kind"
- - advertising campaigns and video, audio and web content production, digital marketing for various clients
- Short film "Bugs", supported by FCS – becoming a mother as a process
- Feature film THE KEY – 2019, by Marko Sopić, producer
- Feature film "Things Unsaid"- 2022, Producer (Kairo IFF, Palic ff, etc), supported by Eurimages, FCS, Macedonian film centre
- Documentary series – 8 episodes – „Women on their feet over 100 years“ – about pioneers in journalistic in Ex Yu – supported by Ministry of Culture Serbia and Vojvodina Secretariat of Culture

MARCH 2015 - Still - freelance - Development mng, Fundraising and donor management and consulting

Position: Development producer, fundraising manager for Creative Europe funds, national, regional and international film and culture funds, EU and national innovation funds, R&I

Development Producer and fundraising manager on national and EU funds, budgeting, finding coproducers, partners, building networks, for various companies in Serbia and Balkans (Kobra film, Režim, Arhangel studios, Ton film, Minacord studios, Living pictures, Natenane production, Fried pictures, Nacija, Hypnopolis, B films Montenegro, 2B4 Art, Core company -Turkey, Emotion production, A-LAB Italy, Telefilm Croatia, Gala film Bulgariaaa, DNF Films Macedonia..... etc)

SEPTEMBER 2009 - 2014 - FILMME FATALE - Position: Founder, Producer, Managing director, Marketing specialist

- Feature documentary Awakening by Irena Fabri – producer, executive producer 2010-2011 (Festi- vals: BELDOCS FESTIVAL , SERBIA , COMPETITION FOR THE BEST FILM ; JIHLAVA FF , CZECH RE- PUBLIC - BETWEEN THE SEAS COMPETITION 2011; VISION DU REEL 2012, ZAGREBDOX , CROAT- IA , 2012; DOKUFEST , PRIZREN ,

-- Feature film Blue blood by Maja Uzelac - producer, 2012-2013
- company presentations and advertising videos production for many clients

JANUARY 2005 - SEPTEMBER 2009 - Blue Pen doo, Belgrade and Ulysses Pictures, United Kingdom -

Position: Executive producer, Line producer, Marketing manager, Event and PR, Distribution

- Executive producer of "Charlston and Vendetta" by Uroš Stojanović, World premiere: Toronto film festival 2008, Budget 6.5 million euros, World sales and co-producer: Luc Besson, Europacorp, France, Coproducer ARRI Munich

SEPTEMBER 2003 - DECEMBER 2004 - Trans: east production, Belgrade -Position: Producer

TV series "Šta mi spremaš?", 16 episodes, premiered on BK TV. Executive producer, Marketing manager, PR. Extensive product placement approach with trend-setting aesthetics yielded wide audience reception. First sitcom on the Balkans

2002 / 2004 - EURO 26 – European Youth Card Network

Position_ Product manager, Project manager, Prooducer, Euro 26 campaign coordinator, Marketing manager EURO 26 card for people under 30 offering a large number of discounts in most European countries. Developing and positioning new brand and all its sub brands, products and services, creating integrated communication strategy and supervising its implementation in the region, creating and managing promotional events and other EURO 26 network initiatives. Producing AV works. Ensuring efficient and effective media deals, managing media and online budgets Grant writing, donors networking.

2000 - 2001 -YU Info TV, Belgrade - Informative television, TV production

Position: TV director, head of TV director's sector Creating and directing TV news, shows and program.

1999 - Still – Producer for foreign media, free lance, contract – TV news and documentary program - PTN, ZDF, ARD 1, VDR (Germany), NIPPON TV (Japan), TF 1 (France), ABC (GB), Czech Television, Die Zeit, Germany, TV St Petersburg, Russia, Al Jazira TV, CNN , CBS, SankPetersburg TV Networki- news producer from Kosovo and ex Yu crisis

1997 - 1999 - TV Studio B - Informative TV Station - News Director, TV program director , Live program director

SEPTEMBER 1992 - SEPT 2003 - RTS - Radio TV of Serbia - First Assistant Director, Organiser , TV producer- Drama programme, Marketing, Cultural, Sport, Live, Documentary program, TV director, TV producer

FREE LANCE: Producer of numerous short films of the most talented newcomers (directors: Uroš Stojanoviić, Mladen Djordjević, Nedeljko Kovačić, Kosta Glušica, Srdjan Spasojević, Maja Uzelac itd), music and commercial videos, and other formats.

IT & DIGITAL - PROFESSIONAL EXPERIENCES AND SKILLS:

August 2020 - still - Founder and MB Member of National Association of Digital Artists

December 2020 - April 2021 –DIGITAL TRANSFORMATION CONSULTANT, DIGITAL MARKETING MANAGER - contract, remote

Client PARAGON EUROPE, Malta

In a 4 month period I managed to design and implement digital transformation process for international client active globally, with variety of business units (EU project management, top talent recruitment, online education, product design. As productt owner and agile methodology manager, I managed to increase trafic for around 250%. Implemented and customised Bitrix24 proffesional and webshop development in Bitrix CMS platform. SEO, Analytics, CRM, web content

Dec 2019 - Dec 2020 – remote - Product Management, Product Owner, Digital Marketing, eCommerce

Client DIGITAL ISSUE ood, Sofia, Bulgaria

In one year I designed the product and managed deliverables - the platform for digital publishing of all printed issues of daily, weekly, month magazines and newspapers, specialised editions and books.

My innovative idea of development of 2 products – flat and white label platforms, brought to my client enormous competitive advantages

1. A Platform consisting of a website and mobile applications designed for distribution and reading digital editions.
2. Complete Hosting - Infrastructure to support all the users in any client and partner's region
3. Deal with all the publishers (newspapers, magazines and books) in any client region
4. User insight and data tracking, financial reporting, data base analysis...
5. Constant system upgrade that follows current standards and trends
6. Technical support 24/7
7. AI development and machine learning

Benefits for my client:

1. Direct sales to evergrowing user base
2. DigitalMarketing to promote the service

November 2017 / 2019 - 2 clients SMART CHAIN TECHNOLOGY DOO and UON - IT solutions/

Position: Advisor for the development of blockchain technology projects, Business process analysis and strategy, Pitching and fundraising, Product design and ownership

Organiser of **THE FIRST BLOCKCHAIN SEMINAR in Belgrade**, in Museum of science and technology in March 2017. Promoter of blockchain in media. https://www.youtube.com/watch?v=X_jEbhi3aJA

MARCH 2015 - Still - freelance

Digital transformation manager

- Analysing business of various clients and providing them solutions and safe past through digital transformation. Integrating SaaS solutions and transferring existed data. IT consulting.
- Developing digital marketing campaigns and cross media marketing plans, Designing web sites and social platforms, Copy writing, content production, SMM and Onbound marketing, SEOoptimisation, Product management, Agile and scrum methodologies

SEPTEMBER 2013 - 2017 - 2 clients

Antibiro IT company

and Elastyc net IT company - development and implementation of business softwares

Position: Executive Director, Senior Digital Business Process Manager

Business process analysis, designing solution(s) for automation and digitalisation, digitalisation process analysis and optimisation, HR and project budgeting, designing industry templates and software customisation for each client, CRM and content writing both for Elastyc web site as well as for clients, defining the scope, creating time lines and project plans, managing resources, deliverables and stakeholders, overseeing budget, time line and quality. Clients: big public company, 2 local government bodies, online media cooperative, few non profits and few private medium sized companies. Creating company presentations and pitch decks, and, brought many successful pitches in terms of clients and investors. Writing startup applications and business plans, tracking funds and investors, pitching projects Achievements: Pioneers of Balkans 2015 - 2 projects in semifinal, one in finals - business accelerator competition organised by Pioneers Austria

EXPERIENCE IN NONPROFIT AND CIVIL SECTOR:

2017 and beyond - Member of the Board of Directors of the "Forest Association " deals with preservation and revival of the Zvezdara forest in Belgrade and the promotion of healthy life and return to nature, sustainable energy

2016 and beyond - Founder and President of the Association LILIT, Belgrade, dealing with women rights, the position of women in the media and film, media freedom and the strengthening of women's influence on the media, creating opportunities for women and promoting expert potential of women in technology and media

2015 - 2017 - Secretary General of the Humanitarian Association "Lekalizacija Srbije", deals with the struggle to legalize medical cannabis through state institutions and humanitarian aid

2014 -2015 - Member of the Governing Board of the Association DOBRO, village of Žarevo, Brus, which deals with rural development in the poorest municipalities of Serbia, and creating opportunities for young people and women for employment, social entrepreneurship

March 2005 - December 2014 President of the association of citizens Kula (Tower) , Belgrade, engaged in children and young people, especially vulnerable and exposed to risk. Donors- UNDP, UNICEF, WHO, USA embassy, and over 30 others. Leader of National campaigns with 50 members in Serbia and Montenegro

2002 - 2002 GOTV and political marketing - campaign for young people to go to the polls, promotion of the importance of activism in youth

Clients: MEDIA CENTAR, Belgrade– campaign „Everyone voice could be heard!“, 2000.

Video production of M.Dodik's TV adds, campaign for presidential elections in Republic Srpska 2000. ,

GOTV for first time voters for elections at all levels in Republic Srpska, august/october 2002.

2000/2002 / National Movement OTPOR, Marketing Director, Head of Marketing department

Duties: Managing, coordinating and producing campaigns: GOTV–presidential elections in Serbia, 2000, GOTV–parliament elections 2000, Who is guilty 2001, Arrest Milosevic 2001, Anticrime Campaign 2001, Anticorruption campaign “Root out Corruption Without Anesthesia” 2001 / 02, The Future is Europe 2002 ,GOTV–presidential elections in Serbia 2002). Coordinating activities of 40 OTPOR branches in Serbia. Writing 2M budget project proposals and reports for international donors and supporters - USAID, NED, DTI, DEM COM and many foreign Embassies. Managing projects. Media planning and buying.

SPECIAL / AWARDS, COMPETITIONS

2016 . Participant and Guest Speaker at the regional conference TACSO and the EU: Communication and media in civil society, social networks, Sarajevo- BIH

2015 - March - May: Creating an application for 3 IT start up projects with business plans for business competition incubator "Pioneers of the Balkans", Austria. Pitching 3 IT projects with a social impact. All 3 projects entered the semifinals, and one in the finals, between 500 candidate.

2014 - Speaker-Guest and participant of the symposium "Social Logistics and Humanitarian Aid", Park of Social Innovations, Bilbao, Spain

2014 - still **Founder and Author of the concept of Creative Media School "Center of Attention"**, which in two years in a row (2014, 2015) educated about 60 participants, young people and students who gained their skills on using different media to put their topics in the center of attention.

2011 - "**Social Innovation Competition**" - international competition for solving the problems of Naples, Italy - **Euclid Network and UniCredi Foundation, Italy.-**

Winner in the category "Sustainable business plan for a volunteer organization", 10.000 EUR CASH PRIZE

- <http://www.euclidnetwork.eu/news-and-events/en-tv/viewvideo/10/naples-20/mirjana-tomic-competition-winner-naples.html>

2010 part of the organization of the **first TEDx** event in Belgrade , **2013** participant of the **second TED**

SKILLS AND COMPETENCIES

Recording, editing, creating videos and presentations, Social and digital media high proficiency
MS Office, Internet, PPT, SaaS, Communication and sharing tools, CRM, CMS, E-COMMERCE, Analytics, SEO, iMovie, and all other common programs, Very high computer literacy, SaaS implementation and customization

- CMAS diving course

- Driver's license B category,

- Parachuting course – level 2

- **Fluent in English, Croatian, Bosnian, Montenegrin, Macedonian**

- **Excellent in Russian**

- **Very good in Slovenian**

- **Basic in Spanish, German, Italian**