



Biography

Personal Information

Surname / Name **Nobilo, Ivana**
Address Vrbik 20a, 10 000 Zagreb
Telephone number Mobile phone: +385 91 3000 642
E-mail ivananobilo@gmail.com
Citizenship Croatian
Date of birth 09.10.1976.
Gender Female

Professional Experience

2015. – today
Fast and Healthy d.o.o./ All About Sports d.o.o.
8.Vrbik 20, 10 000 Zagreb, Croatia
Consultant/Coach
- Consulting various clients in the field of Market Communication with accent on Marketing & Sales, Brand Management, Femvertising, Consumer Behavior and Communicational Management
- Workshops and Trainings (“Communication is Bloodstream”, “Leader Should Think Gray”, “Dig, Clean, Upgrade”, “Brand is a Living Entity”, “Marketing is a Female”, “Smarketing”, “Organise Yourself”)
- Business and Life Coaching
- Co-author of Mind & Body Scan, Program of personal and sport orientation
2015. – today
London School of Public Relations
(2018)
Iblerov trg 10, Zagreb, Croatia
Guest Lecturer (various)
- Lecturing Brand Management

- Lecturing Marketing I, Marketing II, Marketing III, Direct Marketing for students from 1st – 3rd year
- 2014 - today
Croatian Copyright Agency
Ribnjak 40, 10 000 Zagreb, Croatia
Procurator

2011. – 2013.
Komunikacija i upravljanje d.o.o.
Crnomerec 47/2, 10 000 Zagreb, Croatia

General Manager

- Design and implementation of strategy
- Monthly, quarterly and annual marketing plans
- Key accounts' negotiations
- Quarterly / annual budgeting and costs' responsibility

Specific tasks:

- Head of Crisis Communication Team (client Pliva)
- Consulting Management Board in HR reorganization (client Bauerfeind)
- Communicational and Media Trainings (client City office of Education, Culture and Sport)
- Trainings "Communication is Bloodstream" and "Leader Should Think Gray" (various clients)
- Artist Management
- Booking
- Event Organization
- Public Relations
- Sponsorship

2008. – 2011.
Nobilo i Cetinski d.o.o.
Mesnicka 13, 10 000 Zagreb, Croatia

Chairwoman of the Board

Tasks:

- Strategy of market entering
- Brand Management
- Human Resources Management
- Project Management (project-matrix organization)
- Event Management
- Marketing
- Artist Management
- Booking
- Event Organization
- Public Relations
- Sponsorship

Key achievements:

- Setting up agency as domestic leader and second positioned regional
- Internationalization of Business
- Biggest regional Clients and Events (FC Barcelona vs. NK Hajduk, Croatian Football Association, Pliva, Placido Domingo, Jose Carreras, Michael Bolton, Tony Cetinski, Bauerfeind, ITF Federation RTL, Adria media...

2003. – 2008.
Samostalna djelatnost Ivana Nobilo
Mesnicka 13, 10 000 Zagreb, Croatia

Art Organizer

- Artist Management
- Booking
- Event Organization
- Public Relations
- Sponsorship

Key achievements:

- Installation and implementation of a five-year business plan with a total of 5% deviation in 5 years
- From singer without concerts and with bad rating made singer who performs in sport halls, has a top rating, several hundred thousand values of sponsorship contracts

2004. – 2006. **Marketing Manager**
Hit records d.o.o.
 Radnička c. 52,10000 Zagreb, Croatia
 - Strategy of market entering
 Key achievements:
 - Construction budget from scratch (from idea to realization of radio show that is offered for compensatory of commercial space for our record label)
 - Networked 103 radio stations in the first year
1996. – 2002. **Attorney office Nobilo and others**
 - Documents' translation on Blaskic case/International Court of Justice
 - Administration
1995. – 1996. **OTV - Svijet oktana**
 - Journalist
 - TV Presenter

Education

2016. –
 Faculty of Economics
 Trg Lj. Gaja 7, 31 000 Osijek, Croatia
 - Doctoral Studies – Marketing Management
2015. – 2016.
Faculty of Economics
 Trg Lj. Gaja 7, 31 000 Osijek, Croatia
 - Postgraduate Specialist Studies – Marketing of Special Areas
 GPA – 4.9
2013. – 2015.
College of Agora
 Trnjanska c. 114, 10 000 Zagreb, Croatia
 - Master of Market Communications
 Cum laude GPA - 4.8 and best Thesis
2011. – 2013.
College of Agora
 Trnjanska c. 114, 10 000 Zagreb, Croatia
 - Bacc. Oec.
 Cum laude (Award for highest GPA - 4.6. and Final Work Paper)
2007. - 2008.
Media Academy Studia Intermedia
 Ilica 5, 10 000 Zagreb, Croatia
 - PR Manager Diploma
1994. – 1999.
Faculty of Law Zagreb
 Trg Maršala Tita 8, 10 000 Zagreb, Croatia
 - Student

Further Education

2011. Omni Hypnosis Training Center – Diploma for Hypnotherapy

Skills and Competences

LANGUAGES

Selfestimation

European level (*)

English

Italian

German

Comprehension

Listening

Reading

(C2)

Experienced user

(C2)

Experienced user

(B1)

Independent user

(B1)

Independent user

(A1)

Basic user

(A1)

Basic user

Speaking

Interaction

Production

(C2)

Experienced user

(C2)

Experienced user

(A2)

Basic user

(A2)

Basic user

(A1)

Basic user

(A1)

Basic user

Writing

(C2)

Experienced user

(A2)

Basic user

(A1)

Basic user

(*) Common European Framework of Reference for languages

Social skills and competences	Communicational and presentational skills, Team work
Organizational skills and competences	Exceptional organizational skills, project and team leading, negotiation, crisis management. Author and trainee of «Communication is bloodstream», «Leader Should Think Gray», «Dig, Clean, Upgrade» and «Marketing is Female» programs/trainings
Computer skills and competences	MS Office, iWork Knowledge of photo editing software Photoshop and desktop publishing software Adobe InDesign Knowledge of video editing software Final Cut Pro
Other skills and competences	Sports (jogging, walking, tennis, volleyball, boxing, yoga) Hobbies (crystalotherapy, Feng Shui, pulse diagnostic, conscious nutrition, cooking)
Driver License	B Category