ANITA AHMETI LIVOREKA

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Location: Prishtina, Kosovo | **Date of Birth:** 07/09/1991

WORK EXPERIENCE

Co-Founder/CEO
BUBRRECI GROUP L.L.C. | Prishtina, Kosovo
May 2020 - Present

- General Management and Strategic Planning
- Utilized extensive experience as a social media manager and proficient content and ad creator to drive engagement and maximize ROI across diverse digital platforms
- Leadership and Team Building

Social Media Manager for CMD (Remote)
VINTAGE MEDIA LLC | New Mexico, United States
2017 - Present

- Content Creation
- Social Media Promotion
- Channel Monetization
- Cross-Promotion Marketing

Chief Executive Officer (CEO)
PIAR CREATIONS | Prishtina, Kosovo
August 2023 - March 2025

- Established and nurtured new business relationships, creating tailored offerings for prospective clients
- Managed existing client relationships to address needs and maximize satisfaction

- Represented the agency in meetings and events, promoting brand, vision, and services
- Provided visionary leadership, fostering collaboration and growth within teams
- Oversaw financial management, budgeting, and cost control
- Oversaw the strategic development and execution of compelling social media content and targeted advertising campaigns on platforms such as Facebook and Instagram
- Formed strategic partnerships with businesses, media, and influencers
- Led crisis communication strategies to protect reputation
- Defined and tracked key performance indicators (KPIs)
- Invested in employee training and development

Trainer/Expert on Digital Transformation & Digital Marketing
WOMEN IN TECH KOSOVO | IGNITE TECH PROJECT | Prishtina, Kosovo
December 2023 - March 2024

- Provided specialized training for three groups of women for the module 'Digital Transformation and Digital Marketing'
- Delivered insights on Digital Strategy, Digital Readiness and Digital Maturity
- Shared hands-on experience on Strategic Goals and Implementation Framework
- Shared technical knowledge on principles of SEO (Search Engine Optimization)
- Provided overview on Marketing Plan Creation and Digital Tools

Business Development Manager
PIAR CREATIONS | Prishtina, Kosovo
April 2022 - July 2023

- Created development plans and forecasting and growth projections
- Prepared financial projections and sales targets
- Identified market opportunities through meetings, networking and other channels
- Found and developed new markets and improved sales
- Planned and oversaw new marketing initiatives
- Met existing and potential clients and built positive relationships

- Developed quotes and proposals for clients
- Trained personnel and helped team members develop their skills

Brand Manager
BD GROUP (TED BAKER FRANCHISE) | Prishtina, Kosovo
September 2018 - October 2019

- Analyzed brand positioning and consumer insights
- Prepared plans and go-to-market strategies
- Shaped and communicated vision and mission of the brand
- Established performance specifications, cost and price parameters, market applications and sales estimates
- Managed a team of 6 people working directly in sales and brand initiatives
- Measured and reported performance of all marketing campaigns and assessed ROI and KPI's
- Oversaw new and ongoing marketing and advertising activities

Producer and TV Host of 'DOKTOR PLUS'
INFOKUS | Prishtina, Kosovo
May 2021 - March 2023

- Hosted the TV Show on weekly basis
- Organized and oversaw the work of journalists and other staff members
- Prepared the whole concept and scenario
- Defined topics for discussion, information to be included and selected guests to be invited

Public Affairs Officer / Charity Foundation Coordinator
AMERICAN CHAMBER OF COMMERCE IN KOSOVO | Prishtina, Kosovo
August 2012 - September 2016

- Worked with the responsible staff on logistical issues for organizing AmCham events
- Helped develop and maintain public affairs contacts and managed communication with government institutions, organizations, media representatives and stakeholders

- Managed and implemented joint projects with external partners
- Coordinated the work of three active committees within the chamber (Education, Women Leaders and CSR)
- Developed new and imaginative fundraising activities for the Charity Foundation

TV Presenter
TRIBUNA CHANNEL | Prishtina, Kosovo
February 2017 - January 2018

- Provided ideas and proposals for guests to be invited and topics to be discussed
- Introduced and kept the programme flowing
- Organized meetings, interviews and schedules
- Hosted the Morning Program on daily basis

Author and Host of 'PESË E PESË ME ANITA AHMETIN'
T7 | Prishtina, Kosovo
February 2018 - June 2018

- Provided ideas and proposals for guests to be invited and topics to be discussed
- Provided ideas for stories to the journalists in charge
- Prepared the whole scenario and the interview
- Hosted the afternoon show on daily basis

Trainer (Project Based)
COUNT AND RESULTS CENTRE - CENTRAL ELECTION COMMISSION | Prishtina, Kosovo
November 2016 - December 2017

- Developed the training program
- Trained the C&RC staff and K-Vote staff
- Managed the election process within the K-Vote project

Business Development Officer (Project Based)
KOKRRA | Prishtina, Kosovo
October 2016 - January 2017

- Acquired new clients for Kokrra
- Engaged in market research to identify new opportunities for business

- Explained to potential customers about the various benefits offered by company products or services
- Developed business proposals for existing and new customers

TV Presenter
RADIO TELEVISION OF KOSOVO (RTK) | Prishtina, Kosovo
September 2010 - June 2012

- Hosted on weekly basis the knowledge quiz show, dedicated to primary schools
- Prepared the scenario, in terms of introduction and communication throughout the show
- Managed communication with each participant individually

Administrative Assistant
IDEA CONSULTING (PORTAL PUNE) | Prishtina, Kosovo
October 2011 - March 2012

- Planned and scheduled meetings, responded to various inquiries both external and internal
- Organized and accurately maintained filing system of confidential information
- Coordinated activities and projects with other executives to ensure timely completion

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EDUCATION

Master of Journalism and Mass Communication
Faculty of Philology, University of Prishtina | Prishtina, Kosovo
October 2021 - September 2025

Master of Bank, Finance and Accounting
Faculty of Economics, University of Prishtina | Prishtina, Kosovo
November 2014 - September 2018 | EQF Level 7

Bachelor of Bank, Finance and Accounting
Faculty of Economics, University of Prishtina | Prishtina, Kosovo
October 2010 - May 2014 | EQF Level 6

CERTIFICATIONS & TRAINING

Certified Digital Transformation Expert
ICMCI / CMC Global & Business Consultants Council (BCC)
May 2023 - Present

Digital Rights Reporting Training for Journalists
BIRN Kosovo
May 2023

Executive Programme in Digital Transformation
Business Consultants Council (BCC) | Prizren, Kosovo
November 2021 - December 2021

One-Week Workshop Program in Paris - "Balkans Voices" Digital Media Program
Funded by the French Ministry of Europe and Foreign Affairs, implemented by CFI | Paris, France
November 2021

USAID TLP Immersion Courses - AUPP
AUK - USAID | Prishtina, Kosovo
November 2016 - May 2017

Situational Leadership II Workshop
KenBlanchard Companies | Kosovo
February 2016

Certificate on Project Cycle Management and Project Proposal Writing
OSCE Mission in Kosovo
October 2015

Certificate for Participation on International Leadership Visitor Program in U.S.
United States Department of State - Bureau of Educational and Cultural Affairs | United States
May 2015

Master Class in Management Consulting
Universum College | Prishtina, Kosovo
March 2014 - April 2014

SKILLS

Languages - Albanian (Native) - English (C1 - Proficient) - Spanish (A1/A2 - Basic)

Professional Skills - Strategic Planning & Business Development - Digital Marketing & Social Media Management - Project Management & Coordination - Leadership & Team Building - Financial Management & Budgeting - Public Relations & Communication - Content Creation & Campaign Management - Training & Development

Organizational Skills - Administration procedures and office management - Analytical, planning and organizational skills - Ability to quickly adapt to new environments and responsibilities - Project coordination and management - Proven professionalism and commitment

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Driving Licence: Category B