



Nina Hrelja



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ME IN A NUTSHELL

Imaginative & hardworking
Environmentally friendly
Dedicated and cooperative

PROFESSIONAL GOAL

Deliver innovative campaigns
to create behaviour changes
on environmental and social
issues

SKILLS

Strategic planner



MS Office wizard



Natural communicator



Problem Solver



Creative thinker



Internet hound



Work Experience

2011, 2012, 2013 SUMMER MARKETING INTERN RUSTICOR LTD CROATIA

Assisted with managing multiple interactive projects and development of a core high-level marketing strategy

Enhanced business operations by ensuring regular internal communications

Supported media planning and analytical activities at promotional events

Led design and creation of brochures and marketing promotional materials

Wrote compelling content and acted as host for the agency's clients

Relevant Projects

2014 SUSTAINABLE MARKETING MEDIA CAMPAIGN ECOSOURCE AND UNIVERSITY OF TORONTO

Created an integrated social media campaign to promote Ecosource's event "Amazing Green Quest" in GTA

Identified the target audience, and developed event logistics outline

Designed promotional material and an online animated video

Result: Secured a \$1,600 grant from the United Way organization, which enabled the future implementation of the project

2013 CASE COMPETITION - PRODUCT LAUNCH CAMPAIGN NESTLE S.A.

Developed marketing plan for a new brand launch for Nestle Company

Conducted comprehensive market research on the target audience

Initiated the idea of innovative & environmentally friendly product packaging

Used ABL and BTL advertising techniques for product placement

Result: Awarded first place for innovative marketing campaign amongst 5,000 students in Southeastern Europe

EDUCATION

2009 - 2012

BE in Business Economics; University of Rijeka, Croatia

2012 - 2014

ME in Marketing; University of Zagreb, Croatia

2014 - *2016*

MSc in Sustainability Management; (IMI & Rotman)
University of Toronto, Canada

THINGS I ENJOY



Running



Cooking



Photography



Socializing



Traveling



Skiing

<http://hr.linkedin.com/in/ninahrelja/>