



Personal Information

Name: Aja Smječanin

Date of Birth: 09/02/1989

Nationality: Bosnian

Gender: Female

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Location: Sarajevo, Bosnia and Herzegovina

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Profile

I am a passionate marketing and PR professional with extensive experience in all aspects of the industry – from marketing assistant to marketing director. Throughout my career, I have successfully led and launched numerous 360° campaigns, built brands from the ground up, and managed marketing teams within complex organizational systems. My work spans across diverse industries and business types, requiring tailored approaches for each unique market. This versatility has made me a true marketing strategist – someone who lives and breathes marketing and public relations. Currently, I am advancing my career with a clear vision – the next step is a PhD in Marketing. This aspiration is one of the key reasons for my engagement in academia. At the same time, I am focused on growing my company, Modus One, through which I bring new and innovative brands to various markets. This dual path – academic and entrepreneurial – reflects my commitment to pushing boundaries in both knowledge and business.

Work Experience

CEO | Modus One | 11/2024 – Present

Senior Teaching Assistant | Faculty of Management and Business Economics | 01/2025 – Present

Marketing Manager | Fine Food | 08/2024 – 11/2024

Head of Marketing and Communications | ASA Banka d.d. Sarajevo | 03/2023 – 07/2024

Marketing Coordinator | Jumbo Albania, Bosnia Herzegovina, Kosovo & Montenegro | 01/2022 – 03/2023

Sales and Marketing Representative | Prefix | 05/2021 – 01/2022

Account Manager | SM Studio Marketing Legend d.o.o. | 05/2019 – 05/2021

Marketing Price Promotion Specialist | Mercator BH d.o.o. | 06/2018 – 12/2019

Marketing Communications Specialist | Mercator BH d.o.o. | 09/2017 – 06/2018

Event Marketing Specialist and Marketing Assistant | Konzum d.o.o. Bosnia and Herzegovina
| 05/2015 – 08/2017

Financial and Marketing Assistant | Metalka Trade d.o.o. | 04/2014 – 05/2015

Marketing and Administration Assistant | Metal Cut Raid | 01/2013 – 04/2014

Education and Training

PhD in Marketing (Ongoing) | Faculty of Management and Business Economics, University of
Travnik | 2025 – Present

Master's Degree in Business Economics | Faculty of Management and Business Economics,
University of Travnik | 2015 – 2019

Bachelor's Degree in Economics | Faculty of Management and Business Economics, University
of Travnik | 2009 – 2012

Public Speaking, Media Relations and Persuasion | Center for Business Education |
16/03/2022

NLP Academy – From Problems to Possibilities | NLP Academy, Sarajevo | 2024 – Present

Languages

Bosnian – Native

English – C1

German – A2

French – A2

Skills

- Project and team management across various industries and structures.
- Leadership and team development in dynamic environments.
- Brand strategist with experience in launching brands, developing business plans, and market entry strategies.

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Driving License

Category B