

LEART ZEQA

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www.leartzeqa.com



PROFILE STATEMENT

Over fifteen years of broad work experience in various projects, the knowledge and skills I gained have shaped my professional identity with the execution of project management strategies as well as strategic communication. Creative thinking and innovative approaches are the foundation and central values of my work efforts. I work passionately and am driven by challenges. My interests and motivation are shaped by the intersection of cultural values, the well-being, and endeavors for a clean sustainable environment.

WORK EXPERIENCE

2020 - Present

SUSTAINABILITY - INTEGRATED COMMUNICATION CONSULTANT, LOOP SMC

Sustainability awareness has enhanced and developed my work experience, the main points of which are managerial responsibilities and integrated communication across green marketing platform with a vision to sustainable development, strategic techniques, internal and external communication framework for implementing a wide range of eco friendly solutions. The main points of the consultancy remain on the cultural change of society and business management towards modern, efficient resource and low carbon - circular economy.

> www.loopsmc.com

2011 - 2020

DEVELOPMENT AND OPERATIONS DIRECTOR, MODUS EVENT MANAGEMENT

Leading various projects, developing long-term operational strategies, working closely with senior management and improving the performance of operations and the supply chain. Shaping and developing a sustainable projects, creating and planning promotional and public events - highlighting festivals and awareness campaigns with different target audiences, embracing quality, value chain and commitment to provide management models to meet the needs of clients and consumers.

> www.modus-events.com

2007 - 2011

CREATIVE MARKETING DIRECTOR, PR SOLUTIONS

Guiding the creative development department and incorporating modern marketing methods for products and services in mixed media with adequate and effective approach to the latest commercial trends in the market, work with strategists to create, plan, deliver an integrated strategic vision, cater to the target market of the products and services to help with sales and expand company's reach and potential customer pipeline.

> www.pr-solutions.com

EDUCATION

2019 - 2023

MASTERS DEGREE, MANAGEMENT - SOUTH EAST EUROPEAN UNIVERSITY (SEEU), R. North MACEDONIA

Submitting M. Thesis on "Sustainability Management and Integrated Communication in Business"

Knowledge gained: Management and Communication platform to Interpret the pillars of Sustainability framework in private and public sector

1996-1999

GRADUATED DIPLOMA, CONNECTICUT INSTITUTE OF ART, GREENWICH, CT - USA

Diploma on Fine and Commercial Arts,

Knowledge gained: Multimedia Design and Commercial Art focused on mix-media advertisement.

COURSES AND TRAINING

2022

TRAINING CERTIFICATE IN ESG FOR SMALL AND MEDIUM ENTERPRISES

Skills developed: building knowledge about governance needs in relation to sustainable environmental and social responsibility. Delivered by: (EBRD) The European Bank for Reconstruction and Development

2022

THE NET-ZERO STANDARD, SELF-PACED E-LEARNING COURSE

Skills developed: guidance on how to set science-based Net-Zero standards/targets 2030 Agenda. Delivered by: the UN Global Compact Academy and the Science Based Targets initiative

2016

COURSE CERTIFICATE IN SOCIAL MEDIA MANAGEMENT AND DIGITAL CONTENT

Skills developed: management and planning online presence of activity on social media channels within content creation aim of driving audience engagement. Delivered by: (ICK) Innovation Center Kosovo.

TRANSFERABLE EXPERIENCE AND ASSETS

Sustainability Project Lifecycle: supporting the activities of SME's that must be measured in order to adapt to the processes of sustainability and the carbon footprint.

Internal and External Sustainability Campaigns: use of Sustainability R's: Reusing, Reducing, Recycling, Restoring, Rethink, Responsible and incorporating topics that address climate change.

Green Marketing Communications: outline eco-friendly solutions, increase brand loyalty - environmental impact, strengthen customer care initiatives and brand reputations "going green".

Inbound and Outbound Marketing: designed proactive messages to increase awareness, sent to current and potential customers. Communication strategies that maximized the use of services

Event Organizing: lead operational and promotional management teams for festivals, fairs, promotional events. Internal & external communications, plan presentations, monitoring and evaluation, etc.

SPECIALITIES

Awareness Campaigns and Public/Promotional Events



MANAGERIAL SKILLS

- Coordinating & Executing
- Practical and Attractive Ideas
- Team-work capability
- Problem solving



JOB ATTRIBUTIONS

- Productive and Creative
- Strategic Thinking
- Committed and Responsible
- Multitasking



ARTISTIC - VISUAL SKILLS

- Visual Content
- Color theory knowledge
- Interface and Conceptual Layout
- Communication Design



DIGITAL COMPETENCE

- Adobe Illustrator
- Adobe Photoshop
- Corel Draw
- MS Office

LANGUAGES

