
VOJISLAV ŽANETIĆ PERSONAL INFO



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| Family Name | Žanetić |
| First Name | Vojislav |
| Date of Birth | November 3, 1963 |
| Email | zanetic@mosaic.rs |

EDUCATION AND TRAINING

Faculty of Philosophy at the University of Belgrade, Serbia
MA at Faculty of Media and Communication in Belgrade

WORK EXPERIENCE

Prominent serbian **copywriter, creative director and marketing communications consultant** for some of the most influential and most important local, regional and international companies:

Acer Computers, SBB (Serbian Broadband Network, the largest internet provider in Serbia), Kodak, Intermedia Network (Serbia's largest movie production company), SWISS Investment Group, Gorenje, Hemofarm, Kolinska, Crowne Plaza Belgrade, Delta Holding... and many others.

He has also managed several campaigns for the Government of the Republic of Serbia, including (most especially) the Tolerance Campaign for the Ministry of Minority Affairs and Constitution Referendum campaign.

Member of the Serbian section of IAA and a **lecturer** at the Faculty of Media and Communication in Belgrade (Course 1: Copywriting; Course 2: Introduction to market communications)

NON-ADVERTISING WORK

As a **scenarist**, he wrote several scripts for Indeksovo Pozorište, one of the most popular satirical radio-shows and live theater plays in modern Serbian history.

As a **columnist**, writes bi-weekly columns for Novosti, one of Serbia's largest newspaper, as well as articles published in weekly or monthly political magazines, such as NIN, the most important and influential magazine of such kind in the former Yugoslavia, the Balkans equivalent of Times.

He also published several books, and won a number of highly prized awards for his work in advertising and non-advertising fields.

PROFESSIONAL SKILLS

Copywriting
Creative direction
Brand Communication Strategy (developed from Brand Manifesto)
Advertising Campaign Strategy
Political Communications Analytics
Script writing (Theatre, movies, TV)
Creative writing

CAREER

1992 - 1993
Copywriter
Saatchi & Saatchi Worldwide, Hilandarska 14, Belgrade

1993 – 1994
Associate Creative Director
Saatchi & Saatchi Worldwide, Hilandarska 14, Belgrade

1994 – 1996
Creative Director
Ogilvy & Mather Worldwide, Svetogorska 34, Belgrade

1996 - 1999
Advertising Consultant
Hemofarm Pharmaceutical Company, Vršac

1996 - 1999
Marketing Consultant
BK Television, Belgrade

1997 – Present
Owner and Creative Director
BCA Mosaic marketing agency, Vladete Kovacevica 5b, Belgrade

1998
Member of international expert Planning & Creative team
Acer Computers

Member of international expert Planning & Creative team
Kodak

2003 - 2012
Regional Advertising & PR Consultant
SBB (Serbian Broadband Network),
Bulevar Zorana Đinđića 8a, Belgrade

2009 – 2010
Head Creative Director & Campaign manager
Serbian National Soccer Team
Nike

2010 - Present
Advertising Consultant
Intermedia Network, Dositejeva 20, Belgrade

2010 -2014
Coordinator and Creative Director of the advertising campaign for the
Montevideo 1 & 2 movies (most successful movie franchise in modern
Serbian history)
Intermedia Network, Dositejeva 20, Belgrade

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| 2011 – Present | Lecturer Faculty of Media and Communication, Karađorđeva 65, Belgrade |
| 1997 – 2000 | Columnist Daily Telegraph (Now defunct newspaper that was one of the key voices against the Slobodan Milošević and of key value to bringing democracy to Serbia) |
| | Columnist European Weekly Magazine |
| 2003 – 2017 | Columnist NIN (The most prestigious weekly political magazine in Serbia and West Balkans) |
| 2007 – Present | Columnist Večernje novosti (One of the biggest newspapers in Serbia) |

AWARDS

Golden Winner at Florence festival, 1993
Golden Drum, Portorož, 1994
Golden Rose Montre, 1994
Golden Idea Novi Sad, 2003
Power of Creativity 2013

Branko Ćopić National Satire Award
Neven Award (the greatest Serbian award for achievements in children literature)

PUBLISHED WORKS

Little-known Creatures (a book of children stories)
Where We Were (a collection of satirical political essays)

PERSONAL SKILLS

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| Languages | Serbian (mother tongue), as well as Croatian, Bosnian and Montenegrin English (fluent) |
| Social Skills | Excellent written and communication skills, having delivered countless presentations on diverse and many topics. All the necessary knowledge for the successful communication with all the different kinds of people, built over more than 25 years of successful career in both advertising and academia. |
| Technical Skills | High level of computer proficiency in use of standard office and specialist software such as: Microsoft Word, Excel, PowerPoint, Access, Word Press, etc.; High level knowledge of computer hardware. |