

Danielle
Sremac

My work ethic is based on a strong belief in teamwork, integrity, efficiency, innovation, creativity, and a drive to exceed expectations.



Danielle Sremac

Strategic Multimedia Communications

OVERVIEW

Danielle Sremac is a Strategic Multimedia Communications specialist — including brand and visual identity development, design and creation of websites and digital content for brochures, newsletters, social media and online marketing. She had substantial experience in all aspects of video production, as a presenter in front of the camera, producer, writer and guest on major television networks. She is also a published author of two books, specialist on US foreign policy toward the Balkans, government affairs strategist, and experienced public speaker.

EDUCATION

M.A. International Affairs
American University, Washington, DC
B.A. Philosophy/ Computer Science
John Carroll University, Cleveland Ohio

PUBLISHED BOOKS

Published author of the following books, including all graphic design, photos and content:

[War of Words: Washington, Media, Lobbying and the Yugoslav Conflict](#), Praeger Publishers, 2000

[Heart of Serbia: A Cultural Journey](#), Herne Bay Publishing, 2012

LANGUAGES

English, Serbian — native
French, Russian — comprehension

CONTACT

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AREAS OF WORK

Strategic Communications
Branding & Positioning
Web & Graphic Design
Video Production & On-Camera
Media & Message Training
Creative Direction
Book Publishing & Written Content
Online Strategy & Social Media
Crisis Management
Launches & Events
Lead Generating
Government Relations & Advocacy
Corporate Communications

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WORK EXPERIENCE

Director of Communications and Strategic Brand Marketing

Zepter International — Zepter America, Washington, DC

April 2017 — September 2019

Led the development of a complete brand strategy and US consumer marketing plan for Zepter International products, including Bioptron light therapy medical devices, TESLA medical eyewear, Zepter cosmetics, as well as luxury cookware & porcelains

Directed and managed creative and marketing teams, including videography team, mobile app design team, online digital team, and product design team

Developed a corporate positioning strategy following a thorough and efficient market research identifying trends and competitor pricing as well as gathering insights with consumers and target groups. To achieve this goal, I designed a comprehensive online outreach effort to over 10,000 customers internationally, providing valuable insights about their perception of the Zepter brand and its reputation of quality

Created all visual and written content for Zepter America's online presence and platform, integrated all cross-channel marketing including web site and social media with Zepter online shop

Designed and implemented all multimedia for the Zepter America web site including videos, written content, digital newsletters, and provided creative direction for photography

Wrote executive communications and marketing material, brochures and booklets for numerous Zepter products including scientific information relating to Bioptron devices which I transposed into clear summaries, emails and brochures to be understandable to a wide target audience

PR & Multimedia Communications Consultant

Babson College — Babson Global, Washington, DC / Boston, MA

January 2014 — December 2016

Directed the multimedia campaign for Babson College's global outreach program, Babson Global, aimed at encouraging governments to open special economic zones "Enterprise Cities" with new legal-regulatory systems implemented by Babson experts aimed at supporting entrepreneurship and attracting foreign investors

Launched creative material, wrote and designed all digital content for the Babson Global "Enterprise Cities" project — including creating the website, editing and producing videos, writing brochures, digital newsletters, proposals outlining the economic zone concept and other marketing material promoting the Babson Global Business Education program and Babson College's brand as the global leader in entrepreneurship

Led government relations and local champion activities for the project's regional work in the Balkans, formulated crucial talking points and organized meetings for Babson Global representatives with top government officials, facilitated the signing of a "Letter of Intent" with the government of the Republika Srpska to open a new economic zone, and organized local supporters among professors, government officials, members of the media, and business leaders

Directed all outreach efforts and investor relations in the Balkans, including Venture Capital Groups, in support of Babson Global Enterprise Cities project

Designed an online project management system for keeping track of multi-level and multi-country tasks, staff goals, and updates for Babson Global projects

Business Development Consultant

Balkan Connect LLC, Washington, DC

June 2001 — January 2012

Developing marketing strategies and business development plans for client and companies from Serbia and Bosnia and Hercegovina with the goal of selling products, developing business opportunities, or seeking partners in the US for their products and services — mostly in IT and software development, medical, and food and wine industry

Created the "Balkan Connect Online Digital Platform" representing European business clients from Serbia and Bosnia and Hercegovina, including the Business e-News featuring specific business client industries.

Producing videos and multimedia marketing material featuring wineries from the Balkans, and interviews with government officials regarding the business environment in the region to attract potential investors

PR Consultant

Lockheed Martin – EOSAT (Silver Spring, Maryland Office)

October 1996 — March 1997

Writing press releases and articles for trade publications with the goal of increasing awareness for Lockheed Martin's EOSAT satellite imagery products in commercial use

Developing leads and consumer marketing strategies while attending Lockheed Martin trade shows

Communicating with members of the media and explaining the scientific capabilities and many commercial uses for Lockheed Martin's EOSAT Satellite Imagery

NGO & PUBLIC AFFAIRS WORK

President

Serbian Institute (Non-Profit Organization) Washington, DC

March 2013 — September 2019

Co-founded led the organization's multimedia communications efforts with the goal of building a bridge between the US, Serbia and the Balkans by educating the public, promoting economic development, and implementing cultural and humanitarian programs

Spoke at press conferences and forums in the US and Balkans — including the “Conference on Balkan Regional Security” in June 2017 with co-speaker Deputy Chief of Mission of the US Embassy to Serbia, as well as the “Anti-Corruption Conference” in July 2019, “Entrepreneurship forum in Banja Luka” in September 2016, and others

Maintained government relations with US officials, members of the Congressional Serbian Caucus, European Union, World Bank and other organizations

Managed all multimedia communications, created over 40 videos, website, digital newsletters, social media content, and established over 18,000 followers globally

Organized board of director's meetings for the Serbian Institute with prominent Serbian Americans from the corporate community and former members of Congress

Director

Institute for Balkan Affairs (Non-Profit Organization), Washington, DC

October 1992 — January 2000

Acting as main spokesperson by presenting expert opinion relating to US foreign policy toward the Balkan region as guest commentator on all major TV and radio programs including CNN, NBC, FOXNEWS, MSNBC, CBS, CNBC, C-SPAN, CBC, NPR, BBC, CBC and others, as well as speaking at institutions including the Carnegie Endowment for Peace, CATO Institute, and National Press Club

Providing information to the public, US government and the media on issues relating to the Balkans

Responsible for written communications — including op-eds, press releases, monthly publications, and letters to members of Congress