

CV



Angelka Peeva Laurencic

Personal data:

✘ Date of birth:	October 23, 1969
✘ Nationality:	Republic of Macedonia
✘ Company:	Image PR Communication Management and Public Relation Agency
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Profile:

The business profile of Angelka Peeva Laurencic is consisted of two segments in one field - communications. The first segment is in the area of corporate communications for several successful companies in the country, and the second segment in political communications related to designing and implementing political, marketing and communications projects in the country and the region.

Besides the professional education and practice, she draws the experience for both fields from directly practicing them, at first as a professional politician and later as an entrepreneur, founder and manager of one of the leading communications management and public relations agencies in Macedonia – Image PR. She is one of the frontrunners of public relations and communications management in Macedonia in general, and insists on a high level of ethics, professionalism and commitment in her profession and field of work at large. Lecturer on a field of Public Relations on different educational institutions, mostly post graduate studies.

Education

✘ 2014 -	PhD studies – Law Faculty, University “St. Cyril and Methodius” – Skopje Major: Communications science
✘ 2010- 2012	Master studies – Institute of sociological – political and legal research, University “St. Cyril and Methodius” – Skopje Major: Communication science
✘ 1988 –1992	Bachelor of Law, Faculty of Law - University “Sts. Cyril and Methodius” – Skopje

Working experience

2006 – Managing Director - Partner, Image PR
(Image PR is a communications management and public relations agency)

Responsibilities and experience: Supervising and managing the overall operation of the Agency, with special focus on strategic communication, communication consulting and communication management. Has pronounced sense of assessing the social and political context in order to provide the most adequate solutions and practices to the Agency's Clients. The Agency she is managing is one of the leading agencies in the country by team capacity and Client results, overall financial turnover, as well as the number of employed highly professional staff in the field of communications.

2013 – Lecturer – Master Studies UACS Skopje – Public Relations

Course: Public Relation

2002 – 2006 Member of Parliament in the Assembly of the Republic of Macedonia

1998 – 2002 Client Service Director at IDEA PLUS DDB - Skopje

Responsibilities and experience: Complete implementation of campaigns for clients, from brief to final assessment. Coordination of Agency activities by sectors and towards clients. Client satisfaction and their business portfolios is the best evidence of the quality of service and achieved results.

1993 – 1998 Liberal Democratic Party - Vice president
Member of Skopje City Council
Deputy Executive Director – Agency Market Vision

During her professional life she has a lot of trainings, seminars, courses abroad on the field of Leadership and the field of Communications. She is a trainer of topics connected with Communication for different foreign and domestic organizations and institutions like NDI, IRI, USAID, Governmental institutions and Ministries of Republic of Macedonia and Companies also.