



# Anita Pratljačić

Marketing & IT Consultant

## CONTACT ME

+381 65 3129280

Šantićeva 9, Kragujevac

anita@betterhow.net

betterhow.net

## ABOUT ME

I'm Marketing & IT consultant, geekette, mom of awesome twins.

Detail oriented with extensive experience in marketing and IT fields, helping SME businesses to achieve better sales and quality leads by providing tailored marketing and business strategy.

Possess the ability to motivate, inspire and steer co-workers in the right direction.

On a personal level, I possess a confident demeanour along with the ability to liaise with all levels of personnel.

Furthermore, I am someone who is calm by nature and who can think on own feet in a range of emergency situations.

## ACHIEVEMENTS

- 2019 EBRD Senior Marketing Consultant
- 2018 - PRESENT Member of Dutch-Serbian Business Association
- 2016 Speaker - Girls in ICT event
- 2014 - PRESENT Member of WWPS

## WORK EXPERIENCE

- 2019 - PRESENT Senior Marketing Consultant **EBRD**
- 2019 - PRESENT Founder, Senior Marketing Consultant **BetterHow (Founder)**
- 2015 - 2017 Creative Director **Digitizer (Co-Founder)**
- 2013 - 2015 Creative Director **Digital Factory (Co-Founder)**
- 2010 - 2012 Creative Director **BorgTech (Co-Founder)**
- 2005 - 2010 IT Manager **SuperNova IT (Founder)**
- 2003 -2005 Sales Manager **Polo Handels AG**
- 2001 - 2003 Marketing Manager, Executive Assistant of **KUČ Company**

## ASSOCIATION MEMBER

- 2019 - PRESENT Serbian Information Society Basileus Partner
- 2018 - PRESENT Dutch-Serbian Business Association PySer RSNOG
- 2017 - PRESENT The Association of Business Women "Vision"
- 2010 - PRESENT The Association of parents 'Twins & triplets'

## PROJECTS

2019

### EMPOWERMENT, SELF-EMPLOYMENT AND EMPLOYMENT OF PERSONS WITH DISABILITIES

Project partner: ISKRA PLUS, BetterHow, CompaniesConnected

### DIALOGUE FOR THE FUTURE: FOSTERING DIALOGUE AND SOCIAL COHESION IN, AND BETWEEN, BOSNIA AND HERZEGOVINA, MONTENEGRO, REPUBLIC OF SERBIA

Project partner: UNDP, UNICEF i UNESCO, UN PBF, BFPE

### FROM VULNERABLE WOMAN TO STRONG ENTREPRENEUR

Project partner: UN WOMEN, EU, City of Kragujevac

### JA, PREDUZETNIK

Project partner: CompaniesConnected

### RSNOG Conference

Project partners: RNIDS, RIPE NCC, SOX

2018

### JA, PREDUZETNIK

Project partner: CompaniesConnected

### First 1000 days for whole life,

Project partner: UNICEF

### Python Conference

Project partner: Python Software Foundation, TILDA Center

### RSNOG Conference

Project partners: RNIDS, RIPE NCC, SOX

2017

### IT education for women from socially vulnerable categories

Project partners: Ministry of Public Administration and Local Self-Government, Republic of Serbia; The Ministry of Labour, Employment, Veteran and Social Policy; National Employment Service; Faculty of Philosophy, University of Belgrade.

### RSNOG (& ION Belgrade) Conference

Project partners: RNIDS, RIPE NCC, SOX

2014 - 2016

### Foundation for Corporate Social Responsibility and Children's Rights

Project partner: CSR Children, UNICEF

2014

### Behind the Balkan Wall

Project partners: Embassy of Italy in Serbia

2010 - 2011

### MY BREASTS ARE OK

Project partners: Ministry of Health, Republic of Serbia; many private companies from Serbia

## RECOMMENDATIONS

### Đorđe Radulović

+381691108007

Credit Risk Manager at Banca Intesa Beograd

Anita is the most innovative and highly skilled and experienced business woman. I recommend Anita like highly skilled advisor and consultant for trading, coaching and manufacturing business.

### Dragan Pleskonjić

dragan@conwex.org

Senior Director Application Security at IGT (formerly GTECH), Adjunct Professor

Anita gave me very good insight into digital marketing and similar areas. Her original approach and interesting ideas helped me to better understand what matters and what are just gimmicks. Her ambitious and energetic approach to projects, with experience gained through years of work, instills confidence in success and excellent results.

### Suzana Petrović Savić

+381631801111

Professor at Faculty of Engineering University of Kragujevac

It is my great pleasure to recommend Anita. Her experience, knowledge and passion for work are making her very valuable colleague and person at the same time, so don't miss to work with this girl!

### Ivan Babić

ivan.babic@altermedia.co.rs

CEO at Altermedia

I would describe Anita as one of digital marketing premier consultants. As a marketing consultant, Anita has helped in a number of ways, from marketing strategy, social media through to email, SEO & web development. A passionate and innovative marketer offering great advice and direction, her insight and experience has made a genuinely positive impact.

### Đorđe Petrović

djordje@companiesconnected.com

CEO at CompaniesConnected, Executive Director at Dutch-Serbian Business Association

Working with Anita is a pleasure. She is extremely knowledgeable and manages to bring modern marketing ideas to the traditional world. Anita is open to ideas and makes things happen. She is a pleasure to work with, full of ideas and a true marketing professional.

## SKILLS

Creativity 

Organization 

Team Player 

## HOBBIES



**Anita Pratljačić**  
Marketing & IT Consultant

## CONTACT ME



+381 65 3129280



Šantićeva 9, Kragujevac



anita@betterhow.net



betterhow.net