



CONTACT

☎ +49 176 329 600 66
✉ dijana.ima@gmail.com
💻 www.dijana-ima.com
📍 10405 Berlin

EDUCATION

Communication Sciences
M.A., University of Vienna, AT
2000 – 2006

CERTIFICATES

Philanthropy Consultant
Fundraising Akademie, Berlin, ongoing

New Work Professional
LET GmbH, Berlin, 2022

Integral Org. Development
imu, Augsburg, 2022

Workshopper
AJ&Smart, Berlin, 2022

LANGUAGES

Fluent in German, English, Bosnian

SKILLS

- Strategic Thinker
- Empathic Communicator
- Agile Collaborator
- Business Acumen

Dijana Imamovic

Marketing Communications Specialist

Marketing and Communications Specialist with 15+ years of experience across the global creative industry. Specialized in strategic client services, stakeholder management, and integrated brand leadership for agencies such as R/GA, VML and VICE/Virtue. Known for building trusted relationships, navigating complex ecosystems, and aligning cross-functional teams to deliver high-impact, insight-driven solutions. Certified New Work Professional passionate about future-fit work cultures that balance business impact with human and environmental values.

WORK EXPERIENCE

Marketing Communications Specialist 2014 - present

Freelance | Berlin, Zurich

Managed high-profile B2B and B2C accounts for global creative agencies, leading multidisciplinary teams and integrated marketing communications projects across various industries, incl. technology (Google), automotive (Audi) and Life Sciences (Bayer Radiology). Executed brand-building, product launch and go-to-market communication strategies. Oversaw business and digital transformation programs from strategy to execution. Clients: VML, VICE/Virtue, R/GA, TLGG, Weber Stephen EMEA, LiveLab (for WEF) et al.

Account Director 2010 - 2014

M&C Saatchi | Berlin

Client service management for key accounts. Supervised the Account Management team and oversaw creative production (TVCs, photo shoots, CGI, events). Led integrated marketing campaigns and web development projects, with budget planning and controlling responsibilities. Managed resources, staffing, and played a key role in process design. Clients: Ferrero, Siemens, BASF, AUDI Sailing, et al.

Account Lead CEE 2009 - 2010

Schilling & Schilling | Vienna

Managed the commercial retail key account in the CEE region, overseeing the planning, coordination, and monitoring of marketing activities. Supervised creative teams and third parties, while designing and implementing processes. Held budget responsibility, including planning and controlling. Client: Unibail-Rodamco-Westfield

Account Manager 2008 - 2009

BBDO | Vienna

Managed local and global projects, reporting to the Client Service Director. Briefed creative teams and external providers, assisted with photo/film and TVC production, and managed resources. Clients: Bayer, Wrigley, Generali, CardComplete (VISA/Mastercard), Austrian State Lottery

Jr. Account Manager 2007 - 2008

Leo Burnett | Vienna

Managed packaging, POS, and marketing activities in the food & beverage sector. Client: Underberg Group

Content Editor 2004 - 2007

DiePresse.com; New Business Magazine | Vienna

Conducted content research, developed content strategies, and delivered copy for diverse verticals, including politics and art & culture.