

## **CV – Mateja Popovic**

Mateja Popović comes from Zagreb, Croatia. As one of the Millennials, she enrolls college according to the Bologna standard and her first degree is in Management in Culture, and after in Communication Management at the University of Applied Sciences BALTAZAR ZAPREŠIĆ. Through all education she was receiving a scholarship. Mateja creates her work experience as a freelancer and is involved in various cultural projects through public relations, marketing and production. Some of them are: International exhibition "Be Croative" in Paris, Wines of Croatia in New York, Jewish film festival, Scientific Picnic, Adriatic Games, ISPA 2011 New York - "Art of Collaboration", etc.

Since 2014 Mateja is working at the University of Applied Sciences BALTAZAR ZAPREŠIĆ, first as a teaching assistant and later in Marketing and Public Relations Office. In 2018 she became a lecturer and teaches about marketing, communication and creativity. In the meantime, she finishes pedagogical-psychological-didactic-methodical training at the Faculty of Philosophy in Osijek, improves the e-learning processes for higher education and attends various educational courses and conferences where she explores and learns about intrinsic motivation, mentoring and contemporary methods of stimulating creativity e. g Design Thinking and Gamification and she becomes a trainer. She has developed her interest in coaching and mentoring because she believes in people and in the power of collaboration.

As a real member of the Millennials, Mateja is exploring new platforms and launches a personal blog where she will be able to nurture her love for writing and aesthetics. She volunteers in a business humanitarian organization POZA.