ĽUBICA STANEK

COMMUNICATION EXPERT

Profile

Communication expert and media content producer. Vast experience in campaign development and execution, strategic communication supporting civic engagement and working against preconceptions and prejudices. Communication of issues influenced by hate and preconceptions. Facilitator of LEAF circles: group of individuals seeking better self-reflection and higher impact in society. Trained professional in counteracting dangerous speech with first-hand experiences in NGO and GOVT campaigning, TV and other media productions and in communication related policy building

Professional Experience

COMMUNICATION ADVISER

GOVERNMENT PLENIPOTENTIARY OFFICE - Bratislava,

Slovakia

- Government plenipotentiary office for Roma communities
- National Program Support for Activities Aimed at Addressing Adverse Situations Related to COVID-19 in Municipalities with the Presence of Marginalized Roma Communities

SEP 2020

- APR 2022

AUG 2016

- MAR 2021

- Preparation of methodological, technical and instructional documents
- Supervision of content development to promote the vaccination program

CONTENT PRODUCER

SLOVAK TELEVISION – Bratislava, Slovakia

- Development of television format Silná zostava. Panel discussion / five strong women discuss current challenges of our society
- Content producer / design of the debate focus / supervision of the creative team
- Addressing polarization issues: corruption / climate change and other environmental issues / LGBTI / euthanasia / police confidence, justice, etc.

SENIOR CONSULTANT / PROGRAM MANAGER / DEPUTY	JUN 2002
DIRECTOR	– SEP 2019
OPEN SOCIETY FOUNDATION – Bratislava, Slovakia	

(May 2014) FINE ARTS ACADEMY, Bratislava Slovakia

(May 2000)

Education

Post-graduate studies

Nationalism and national identitv UNIVERSITY COLLEGE LONDON, London United Kingdom

(May 1995)

Graduate studies European studies CENTRAL EUROPEAN UNIVERSITY, London United Kingdom

ArtD. (PhD.) in Photography Innovative trends in photography

- Co-founder of the Investigative Journalism Fund
- Fundraising, content focus of the fund
- Co-founder of the established and prestigious Journalist Award competition

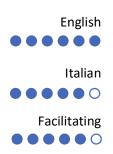
Education

(May 2014) ArtD. (PhD.) in Photography Innovative trends in photography FINE ARTS ACADEMY, Bratislava Slovakia

Key Skills

Strategy creation

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Team leadership

Project management

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Awards

(May 2018) JOURNALIST AWARD / Silná zostava / Corruption

(May 2019)

JOURNALIST AWARD / Silná zostava / Diversity

- Curator of the exhibition of the best photographs and cartoons entered in the NO COMMENT competition
- Supervision of the content and creativity of communication campaigns
 - Fundraising and strategy for NGO Child with hearing difficulty
 - **Blind trips** / online educational campaign aimed at counteracting prejudices against Roma, migrants and the consequences of hatred
 - **But does not hide your hate** / educational campaign against hate speech on the Internet
 - **Tell me in the eye** / educational campaign aimed at drawing attention to the consequences of hate speech in everyday life
 - International campaign *I don't masturhate*, against hate speech on the Internet
- Public policy-making *Reducing stereotypes and prejudices against the Roma minority*. Co-author of the Communication Strategy to reduce the negative attitudes of the majority population towards the Roma
- Deputy Director for Strategy and Communication

NEWSROOM STAFFSEP 1998BBC, SLOVAK EDITION - London, United Kingdom- APR 2000

SEP 1995

- APR 1998

Radio broadcasting, preparation of news content

TEACHING ASSISTANT

CENTRAL EUROPEAN UNIVERSITY – London, United Kingdom

- Preparation of materials for a university teacher
- Delegated work with students

PROGRAM COORDINATOR

CENTER FOR INDEPENEDNET JOURNALISM – Bratislava, Slovakia

- Coordination of programs
- Work with foreign scholars and experts