

L'UBICA 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

SEP 2020
– APR 2022

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

CONTENT PRODUCER

SLOVAK TELEVISION – Bratislava, Slovakia

AUG 2016
– MAR 2021

- 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 DIRECTOR

OPEN SOCIETY FOUNDATION – Bratislava, Slovakia

JUN 2002
– SEP 2019

Education

(May 2014)

ArtD. (PhD.) in

Photography

*Innovative trends in
photography*

FINE ARTS ACADEMY,
Bratislava
Slovakia

(May 2000)

Post-graduate studies

*Nationalism and national
identity*

UNIVERSITY COLLEGE
LONDON, London
United Kingdom

(May 1995)

Graduate studies

European studies

CENTRAL EUROPEAN
UNIVERSITY, London
United Kingdom

Education

(May 2014)

ArtD. (PhD.) in

Photography

*Innovative trends in
photography*

FINE ARTS ACADEMY,
Bratislava
Slovakia

Key Skills

Strategy creation



English



Italian



Facilitating



Team leadership



Project management



Awards

(May 2018)

JOURNALIST AWARD / Silná
zostava / Corruption

(May 2019)

JOURNALIST AWARD / Silná
zostava / Diversity

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

BBC, SLOVAK EDITION – London, United Kingdom

SEP 1998
– APR 2000

- Radio broadcasting, preparation of news content

TEACHING ASSISTANT

CENTRAL EUROPEAN UNIVERSITY – London, United Kingdom

SEP 1995
– APR 1998

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

PROGRAM COORDINATOR

CENTER FOR INDEPENDENT JOURNALISM – Bratislava, Slovakia

- Coordination of programs
- Work with foreign scholars and experts