



Nedim Hadrović

STRATEGIC COMMUNICATIONS / MULTIMEDIA STORYTELLING / HUMAN RIGHTS ADVOCACY

Profile

Strategic communications leader with 10+ years building engagement and media visibility for human rights and social justice projects across Europe, Middle East, and Southeast Asia. A proven track record building platforms from concept to 10M+ reach, tripling audience growth, and translating complex rights issues into actionable narratives. Expert in multimedia content creation, digital strategy, and building communications infrastructure for mission-driven organizations.

Key Achievements

- **Tripled time-on-page** for investigative journalism content while increasing pageviews 50%+ across 8 partner media outlets through analytics-driven strategy (Internews, 2025)
- **Produced IOM's By Us, For Us migration campaign** reaching 3.2M+ users and 8M+ views across four languages
- **Built documentary platform** from zero to 10M+ views, with viral documentary reaching 1M+ individual views (vidiovo, 2016-2019)
- **Managed €200K grant portfolio** supporting 15 independent journalism projects (Internews, 2022 and 2025)
- **Coordinated capacity building programs** training 70+ journalists in legal protections, digital security, and safety in hostile environments (Internews, 2022 and Inclusive Media, 2016-2020)
- **Managed comprehensive communications** across website, social media, newsletters, and traditional media for multiple press freedom and human rights organizations
- **Produced 40+ multimedia projects** on freedom of expression issues, coordinating with designers, videographers, and writers to ensure brand consistency and quality

Employment history

Details

Sarajevo / Amsterdam
+387 63 272 052 / +31 687 050 391

nedim.hadrovic@gmail.com

[Website](#)

[LinkedIn](#)

Skills

Strategic Communications

Media strategy development / Stakeholder engagement / Message development / Crisis communications / Advocacy campaigns / Public affairs

Content Creation & Production

Documentary filmmaking / Short-form video production / Podcast production / Multimedia storytelling / Adobe Creative Suite (Premiere Pro, After Effects, Photoshop) / DaVinci / Visual content strategy

Digital Communications

Website management / Social media strategy / Newsletter development / Content calendars / Analytics & reporting (Google Analytics, Chartbeat, YouTube Analytics) / Audience development / SEO/SEM

Media Relations

Press strategy / Journalist relationship building / Media training / Pitch development / International media networks across traditional, digital, and broadcast platforms

Data Analytics

Python (data analysis, automation) / Advanced Excel / Google Analytics / Chartbeat / YouTube Analytics / Data visualization / Metrics tracking

Project Management

Multiple deadlines / Remote team collaboration / Budget management (€1M+ experience) / Stakeholder coordination / Grant

Founder and Coordinator, Sarajevo Debates, Amsterdam and Sarajevo

April 2024 – present

- **Built Bosnia's first youth education platform** integrating debate training, documentary production, and mentorship to shift public discourse on democratic participation
- **Developed strategic partnerships** with EU Delegation, Dutch Embassy, OSCE, and Humanity in Action, securing funding and institutional support for inaugural cohort
- **Created and executed communications strategy** generating national media coverage across television, print, and digital platforms
- **Designed and delivered the inaugural cohort** (December 2024 – April 2025) — 12 participants recruited from across Bosnia and Herzegovina, 40+ engaged across program activities, mentored by journalists from Al Jazeera Balkans and academics — culminating in a public showcase at Europe House Sarajevo, with 85% of participants reporting improved critical thinking
- **Established sustainable model** for ongoing programming, registering the organisation as a formal association and preparing an expanded second cohort for autumn 2026

Project Coordinator for Innovation, Diversity and Inclusion at Internews, Sarajevo

January 2025 – April 2025 (*returned by invitation until program closure*)

- **Achieved 150% engagement increase and 50%+ pageview growth** across 8 partner media outlets through analytics-driven content strategies and audience development frameworks
- **Led strategic media development initiatives** for USAID-funded programs across Western Balkans, managing relationships with international stakeholders including USAID, EU Delegation, and media regulatory bodies
- **Spearheaded digital resilience and safety programs** for journalism teams operating in high-risk and sensitive environments
- **Coordinated crisis-communications and digital-security readiness** across a portfolio of 12–15 independent outlets, preparing editorial teams for legal, reputational, and hostile-actor pressure
- **Implemented comprehensive analytics frameworks** (Chartbeat, Google Analytics, YouTube Analytics) transforming editorial decision-making across partner organizations

Communications Consultant, Freelance, Remote

November 2022 – present

- **Transformed digital engagement for independent media outlets** across Western Balkans, achieving 150% increase in engagement on rights-focused content (Gerila.info) and 76% improvement in user retention (RTV Slon)
- **Produced IOM's By Us, For Us migration campaign**, reaching 3.2M+ users and 8M+ views across four languages

management / Detail-oriented execution

Languages

- Bosnian/Croatian/Serbian (Native)
- English (Native)
- German (Professional)
- Dutch (Intermediate)
- Arabic (Intermediate)
- Persian (Intermediate)

Awards & Fellowships

- Bucerius Summer School Fellow (2025)
- Humanity in Action Democracy Fellow (2024)
- Erasmus Mundus Full Scholarship (2022-2024)
- Columbia University Journalism Fellowship (2014)
- DW Akademie International Media Studies Scholarship (2013)

Professional Training & Certifications

- Media & Technology Summer School, Univ. of Milan Bicocca
- Berlinale Talents, Sarajevo Film Festival
- Film Distribution & Strategy, Cinema City Novi Sad

Publications & Notable Work

- Award-winning documentary on migrant routes (AJB Documentary Film Festival, 2016)
- 40+ documentaries on press freedom and social justice (10M+ views) - vidiovo, 2016-2019
- Published multiple articles on media freedom, democratic transitions, and social movements in the Western Balkans
- Documentary series for Al Jazeera Balkans
- Documentary on Bosnian sexual violence survivors screened at Simon Wiesenthal Center

- **Developed targeted editorial strategy for Gracija**, increasing male audience engagement with feminist content by 120%
- **Led crisis-communications responses** for organisations facing reputational and digital-security threats
- **Clients and partners include** Humanity in Action, IOM (International Organization for Migration), Oslobođenje, Gracija, Gerila.info, and RTV Slon
- **Developed strategic communications frameworks** for organizations addressing sensitive social justice topics in politically complex environments
- **Provided advisory services** on sustainable audience development, content strategy, and analytics implementation

Project Coordinator for Innovation, Diversity and Inclusion at Internews, Sarajevo

February 2022 – October 2022

- **Co-led launch of media innovation program** supporting independent journalism as one of three program leads
- **Coordinated grant programs (€200K combined budget)** supporting 15 journalism projects with measurable public accountability impact
- **Established mentorship programs for young female journalists**, creating sustainable cross-border support networks across 6 countries
- **Led market assessments and trend analysis** through Horizon Scanning Committee identifying emerging threats to press freedom and democratic discourse
- **Conducted media landscape assessments** identifying threats to press freedom and opportunities for intervention

Press & Cultural Affairs Officer at Embassy of the Netherlands, Sarajevo

May 2021 – April 2022

- **Managed comprehensive media relations and EU strategic communications** for Dutch bilateral relations, strengthening Netherlands' public diplomacy positioning
- **Established digital engagement platforms** targeting Generation Z audiences, successfully reaching 50,000+ users
- **Coordinated high-level visits and public diplomacy events**, managing all communications and media relations
- **Strengthened media freedom initiatives** and civil society partnerships contributing to democracy support objectives

Multimedia Content Production Expert at Internews, Sarajevo

February 2019 – October 2020

- **Designed cross-border journalism grants and digital resilience strategies** for investigative media in hostile environments
- **Led innovative multimedia journalism projects** integrating investigative content with accessible storytelling formats
- **Established sustainable frameworks** for cross-border journalism collaboration across

Project Lead and Co-Founder at vidiovo, Sarajevo

November 2016 – March 2019

- **Co-founded and scaled Bosnia's first digital-first documentary platform** achieving 10M+ views and establishing new market for short-form documentary content focused on human rights and social justice
- **Secured strategic partnerships** with UN agencies (UNFPA, UNDP), EU programs, and Al Jazeera Balkans, managing content distribution and funding relationships
- **Pioneered content strategies** integrating human rights narratives, underrepresented voices, and social justice storytelling with measurable audience impact
- **Produced and managed 40+ short documentaries** covering rights issues, rural communities, and post-conflict transitions

Coordinator & Co-Founder, Inclusive Media, Berlin

November 2016 – December 2020

- **Co-founded journalism training initiative** for female journalists from MENA region partnering with International Women's Media Foundation and German Foreign Ministry
- **Organized international workshops** connecting 50+ journalists across Europe and Middle East, creating professional networks focused on rights-based reporting
- **Developed comprehensive training on trauma reporting, digital security, and safety** for journalists covering conflict and human rights

Communications Director, SEE Coalition on Whistleblower Protection, Berlin

May 2016 – May 2017

- **Led communications and advocacy** for journalist safety and media freedom across Southeast Europe
- **Created whistleblower protection frameworks** and anti-censorship initiatives advancing press freedom

Project Coordinator, European Youth Press, Brussels

November 2015 – November 2016

- **Managed youth journalism initiatives** across Europe and MENA region
- **Developed digital platforms** for knowledge sharing and cross-border collaboration



Education

MA, Politics and Communication, University of Amsterdam

September 2023 – August 2024

MA, Journalism, Media and Globalisation, Aarhus University

August 2022 – August 2024

BA, Digital Film and Television, Limkokwing University of Creative Technology

September 2007 – December 2010