

PERSONAL INFORMATION

Miomir Rajcevic



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Sex male | Date of birth 18/05/1951 | Nationality Serbian

WORK EXPERIENCE

Dec 2001 - Present · 24 Y 2 M

**Founder and Executive President**

Media Education Centre, Belgrade, Serbia

Non-Profit CSO

Educational organization with Media, Digital, Peace and Health Departments in Consultative Status with UN Economy and Social Council – UN ECOSOC

Jan 1994 - Jul 2005 · 11 Y 7 M

**Director of photography**

Serbian Broadcasting Corporation, Belgrade, Serbia

National TV Broadcaster

Jan 1976 - Jul 2005 · 29 Y 7 M

**Director, Scriptwriter, Cinematographer**

Serbian Broadcasting Corporation, Belgrade, Serbia

National TV Broadcaster

EDUCATION AND TRAINING

Licenses & certifications

**Media, Information and Communication Technology**

European Children's TV Centre Issued Mar 1997

PERSONAL SKILLS

Mother tongue(s)

Serbian (Croatian, Bosnian, Montenegro)

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
Italian	B1	B1	B1	B1	B1
English	B1	B1	B1	B1	B1

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user  
Common European Framework of Reference for Languages

Communication skills

- Perfect in all kinds of communication including Media, Digital and Video communication

- Organisational / managerial skills** Experienced in Executive and Organization skills
- Leadership and executive in the Media Education Centre
  - Executive in the Serbian Broadcasting Corporation
- Computer skills**
- Expert in MS Office, Premiere, Photoshop, Adobe Suit, Augmented Reality Video Production, MOOC Production, Virtual Reality, CAVA Design
- Other skills** Replace with other relevant skills not already mentioned. Specify in what context they were acquired.
- Example:
- carpentry

## ADDITIONAL INFORMATION

- Other Experiences**
- Miomir Rajcevic is a distinguished leader in global media education and literacy, with significant contributions to promoting innovative education as essential for the future. As the founder and president of the Media Education Centre, which holds consultative status with the United Nations Economic and Social Council, he has played a pivotal role in advancing media, information, and digital literacy worldwide. His lifelong dedication to the film and media industry is evident in his work as a director, scriptwriter, and cinematographer, with a rich portfolio spanning documentaries, educational films, theatrical works, and multimedia productions.

### **Professional Experience:**

**Media Leadership:** Founder of the Media Education Centre and its president from 2001 to 2022, leading initiatives that integrate animation and gamification into education, empowering youth in media creation and literacy.

**Executive Directorships:** Former Executive Director of the World Summit on Media for Youth (2006-2016) and the Danube Peace Boat E.U.R.O.P.E. (2015-2022), overseeing significant projects that leveraged media as tools for social change.

**Strategic Roles and Projects:** Director and scriptwriter in children, youth, educational, and science programs at the Serbian Broadcasting Corporation; coordinated key international projects, including AGORA – Euro-Mediterranean Audio-visual Forum for Youth and the Kids for Kids Festival.

**Innovative Education Initiatives:** Pioneered projects like the Sailing Animation Classroom, harnessing animation for media literacy instruction. Through EduGami, he collaborates in innovative educational projects utilizing animation and generative AI.

**Global Representation:** Head of the Media Education Centre delegation at UN headquarters in New York, Geneva, and Vienna. Engaged in key partnerships such as UN Plural PLUS from 2016.

### **Key Skills and Competencies:**

**Media Excellence and Leadership:** Extensive experience in film, media, and educational program development, leading projects that promote intercultural dialogue and social transformation through media.

**Cross-Functional Expertise:** Adept at merging traditional and digital media tools, fostering creativity, and problem-solving within diverse teams.

**International Collaboration and Advocacy:** Proven track record of fostering global partnerships and representing organizational interests at high-level international forums.

**Visionary Educator:** Committed to empowering youth through creative initiatives that build media literacy and engage young minds in meaningful media production.