



Ivana Grkeš

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Date of birth: 31/05/1991 **Place of birth**: Dubrovnik, Croatia **Nationality**: Croatian

WORK EXPERIENCE

[01/10/2024 – Current]

Teaching assistant

University of Dubrovnik

City: Dubrovnik | **Name of unit or department**: Faculty for Media and Public Relations

Junior researcher

Assistant in several courses on undergraduate and graduate level in the field of journalism and public relations

Project manager

Project writing and development, coordination of project activities

[07/2023 – Current]

President

Matrix Croatia - Dubrovnik branch

City: Dubrovnik | **Country**: Croatia

President of Dubrovnik branch of Matrix Croatica

Publisher and editor of various scientific and history books about Dubrovnik

Founder and president of Organizing Committee of literature festival "Grad od riječi"

[11/2024 – Current]

ULG Urbact Coordinator

City Of Dubrovnik Development Agency DURA

City: Dubrovnik

Local project coordinator

Coordinator of Dubrovnik Urbact Local Group in the sector of cultural development

[01/01/2023 – 30/09/2024]

Project manager

University of Dubrovnik

City: Dubrovnik | **Country**: Croatia

Project manager for Adria Digital Media Observatory project, part of pan-European network of hubs tackling disinformation (admohub.eu; edmo.eu)

Junior researcher

Project manager for Centre for digital investigations and civic resilience

Project writing and development, coordination of project activities

[01/07/2021 – 31/12/2022]

Public relations and Marketing manager

Dubrovnik Symphony Orchestra

City: Dubrovnik | **Country**: Croatia

All tasks related to public relations and marketing:

- Content creation and media collaboration
- Moderation and content creation for social media
- Coordination of the development of a new website

[01/05/2016 – 30/06/2021]

- Preparation of project proposals in the field of culture

Senior project manager

Centre for Youth Career Dubrovnik

City: Dubrovnik | **Country:** Croatia

- Project implementation, financial management, partner's coordination
- Team management
- Task delegation
- Development of business models
- Recruitment of new employees
- Content creation for websites, portals, and social media
- Media relations
- Strategic brand development of the organization

EDUCATION AND TRAINING

[10/2023 – Current]

PhD student

University of Ljubljana, Faculty of social sciences <https://www.fdv.uni-lj.si/en>

City: Ljubljana | **Country:** Slovenia |

[2018 – 2020]

Master's degree in Public Relations - mag.rel.publ.

University of Dubrovnik <https://www.unidu.hr/>

City: Dubrovnik | **Country:** Croatia | | **Level in EQF:** EQF level 7

[2009 – 2015]

Master's degree in Comparative Literature - mag.litt.comp.; Master's degree in French language and literature - mag.philol.franc

Faculty of Humanities and Social Sciences of University of Zagreb <https://web2020.ffzg.unizg.hr/>

City: Zagreb | **Country:** Croatia | | **Level in EQF:** EQF level 7

LANGUAGE SKILLS

Mother tongue(s): Croatian

Other language(s):

English

LISTENING C1 **READING** C1 **WRITING** C1

SPOKEN PRODUCTION C1 **SPOKEN INTERACTION** C1

French

LISTENING B1 **READING** B2 **WRITING** B2

SPOKEN PRODUCTION B1 **SPOKEN INTERACTION** B1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

PROJECTS

[2025 – 2027]

Adria Digital Media Observatory (ADMO) 2.0

The Adria Digital Media Observatory 2.0 (ADMO 2.0) ensures the continuation and further development of the Croatian and Slovenian hub for tackling disinformation and deepening cooperation with EDMO at multiple levels through a multidisciplinary and cross-sectoral approach. The project builds on the original initiative, placing a stronger emphasis on media literacy and engagement with international partners. Its activities contribute to the overall goal of establishing a long-term, sustainable digital media hub composed of academic researchers, fact-checkers, media

professionals, journalists, and civil society representatives. This diverse community will work together to detect, analyze, and counter disinformation campaigns, while also supporting governments and regulatory bodies in developing a comprehensive response to the threat disinformation poses to democracy. ADMO 2.0 focuses on strengthening media literacy, enhancing citizen resilience, and building broader collaborations with key stakeholders. The project will deliver fact-checks and analytical content, contribute to capacity-building initiatives, and actively participate in EDMO's joint activities. It will also monitor the implementation of the Code of Practice on Disinformation

and the Digital Services Act. All project outputs and insights will be regularly communicated to the public.

Co-funding: The Digital Europe Program

Value: 2.02 million euros

[2023 – Current] **Adria Digital Media Observatory (ADMO)**

The Adria Digital Media Observatory (ADMO) project ensures the establishment and continuation of the Croatian and Slovenian hub for combating disinformation and cooperation with EDMO at multiple levels through a multidisciplinary and cross-sectoral approach. The activities carried out will contribute to the overall goal of creating and ensuring the long-term development of a broader Croatian/Slovenian digital media hub composed of a multidisciplinary community of academic researchers, fact-checkers and media practitioners, journalists, and civil society representatives capable of detecting and analyzing disinformation campaigns, and supporting the government

and regulators in strengthening the collective response to the threat of disinformation to democracy.

Duration of the project: 30 months

Co-funding: The Digital Europe program

Value: 1.7 million euros

Link: <https://admohub.eu/en/>

[2024 – Current] **Urbact ReCUP**

Funded by URBACT, REinventing Culture in Urban Places (RECUP) harnesses culture and creativity to strengthen urban and peri-urban communities. Inspired by Újbuda's CUP 4 Creativity project (funded by Urban Innovative Action), it reconnects citizens through cultural creative engagement, promote inclusion, collaboration, and mental well-being. By mapping cultural assets, hosting inclusive events, and empowering participation, RECUP reduces isolation, strengthens social ties, and builds self-sustaining local ecosystems. It showcases culture's transformative power in shaping resilient, vibrant cities and fostering sustainable urban development.

Project value: 550.000,00 EUR

Funding: Urbact

[2023 – Current] **Establishment of the Center for Digital Investigations and Civic Resilience (DU-CHECK)**

The Center for Digital Investigations and Civic Resilience has been launched with the aim of increasing the resilience of the broader public and strengthening the capacities of future media professionals, especially students at the University of Dubrovnik. The project

is designed to involve the wider public, particularly those over 55 years of age who are more susceptible to disinformation. In collaboration with partner organizations, educational programs will be developed and implemented in Dubrovnik libraries and at the University. Special emphasis will be placed on raising

awareness about the importance of media literacy through specialized radio broadcasts and podcasts that will be available on the UNIDU TV YouTube channel.

Duration of the project: 28 months

Funding: The National Recovery and Resilience Plan 2021-2026, Next Generation EU

Value: 198,000 euros

[2020 – 2022] **United Generations**

UNITED GENERATIONS was a project designed to build an intergenerational bridge among retirees, youth, volunteers, and local associations, aiming to reduce the risk of social exclusion and improve the daily lives of end-users. The project promoted the active participation of retirees in community social life, empowered and educated local associations for work with end-users, and implemented innovative, educational, recreational, and entertaining activities in this field. The ultimate beneficiaries of the project were retirees, while target groups included local associations, the general public, and the City of Dubrovnik. Over 24 months, in cooperation with 6 partners, more than 280 activities were carried out, involving at least 250 retirees.

The United Generations project secured nearly 2 million HRK, of which 85% was funded by the European Social Fund and 15% from the State Budget of the Republic of Croatia.

[2021 – 2022] **Dubrovnik Postmodern - European Social Fund**

Dubrovnik Postmodern was a project by UR Institut, focused on co-creating new media, postmodern, and sustainable cultural and creative content with youth. Implemented from August 2021 for eight months, it featured activities such as a virtual gallery, the art residency program Black Clinic 3.0, a Winter School of Postmodern Science and Art, exhibitions, workshops, and roundtables. These events promoted youth participation regardless of their social, health, or economic background, enhancing Dubrovnik's cultural offerings through digital innovation and creative industries.

The project involved three partners—the Dubrovnik Youth Career Center, Dubrovnik-Neretva County Association of Technical Culture, and Kontejner/Bureau of Contemporary Art Practice from Zagreb.

Dubrovnik Postmodern was co-financed by the European Social Fund and the State Budget of the Republic of Croatia, with a total grant of approximately 520,000 HRK.

[2018 – 2020] **UniActive - European Social Fund**

UniActive project aimed to enhance student participation in community activities and strengthen cooperation between university students and local organizations. Over the project's duration, various activities, including educational workshops, seminars, volunteer initiatives, and recreational events, were successfully organized, engaging a considerable number of students and community members. Project outcomes were officially presented at the University of Dubrovnik, highlighting its positive impact on student involvement and community development, and setting a foundation for similar future initiatives.

Project value: 500.000,00 HRK

[2018 – 2021] **ACTIVE NGOs - Urbact**

This Transfer network learned from the good practice of the Riga NGO House, which was opened in 2013, in line with the wishes of residents and civil society actors, to support NGOs and to increase citizen awareness of local affairs and participation in municipality-related activities. Set in a refurbished school building, the NGO House offers resources for NGO capacity building, exchange of information, experience and best practices, networking and leadership training. It promotes society integration, active social inclusion and citizen's participation.

[2017 – 2019] **Development of local youth sector strategy - Ministry for education**

Leader of the nationally funded project aimed at development of framework for youth programmes for the City of Dubrovnik

[2015 – 2018] **Future without frontiers**

"Budućnost bez granica" (Future Without Borders) is a 36-month project initiated on December 1, 2015, with a total budget of 316,225.14 HRK. Its primary goal is to enhance the quality of life and employment opportunities for young people through mobility programs. Key objectives include informing youth about mobility options, raising awareness among decision-makers about the importance of youth mobility, fostering constructive dialogue between university staff and students on this topic, preparing young individuals for mobility experiences, and educating them about EU funds.

PUBLICATIONS

[2025] **[Generative AI Use and Disinformation During the Croatian Presidential Elections 2024/2025](#)**

Reference: Marko Roško, Ivana Grkeš, Mato Brautović (2025), Adria Digital Media Observatory report

[2024] **[Russian State Actors on Facebook and Foreign Information manipulation and interference in the Adriatic and Balkan Regions](#)**

Reference: Marijana Musladin, Marko Roško, Ivana Grkeš (2024) Adria Digital Media Observatory

CONFERENCES AND SEMINARS

[2024] **Health literacy – challenges and perspectives** Dubrovnik

Link: https://ozs.unist.hr/hr/?preview=1&option=com_dropfiles&format=&task=frontfile.download&catid=9&id=3527&Itemid=1000000000000

[2023] **Dubrovnik Media Days 2023** Dubrovnik

Link: <https://www.unidu.hr/dmd-2023-final-programme/>