

PERSONAL INFORMATION

Jelena Kapeš



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Gender Female | Date of birth 27/05/1995 | Nationality Croatian

WORK EXPERIENCE

03/2020–current

Research and teaching assistant

University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija (Croatia)

Department of Marketing

Undergraduate courses: Marketing, Sustainability Marketing

Graduate courses: Strategic Marketing in Tourism, Marketing of Tourist Destinations, Integrated Marketing Communications

12/2019–03/2020

Guest experience apprentice

Milenij Hoteli d.o.o., Opatija (Croatia)

06/2019–11/2019

Front office shift leader

Hoteli Njivice d.o.o., Njivice (Croatia)

06/2017–09/2018

Front desk receptionist

Hoteli Njivice d.o.o., Njivice (Croatia)

Student seasonal job

03/2018–05/2018

Student internship

Liburnia Riviera Hoteli d.d., Opatija (Croatia)

Departments: wellness, front office, housekeeping, restaurant, kitchen

01/2017–04/2017

Administration at seminars for tour guides

Faculty of Tourism and Hospitality Management, Opatija (Croatia)

Student job

06/2016–09/2016

Restaurant server

Hoteli Njivice d.o.o., Njivice (Croatia)

Student seasonal job

06/2015–09/2015

Chambermaid

06/2014–09/2014

Hoteli Njivice d.o.o., Njivice (Croatia)

Student seasonal job

EDUCATION

2018–2019

Master of Economics (mag. oec.)

University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija (Croatia)

Master's degree at **Tourism Marketing**

Final grade: 5/5

Graduated with the highest academic honor (*summa cum laude*)

Thesis: *The Importance of Perception of Business Communication and Self-Evaluation of Communication Skills of Future Tourism Employees*

- 09/2017–02/2018 **Student mobility (Erasmus+ program)**
 Instituto Superior de Administração e Gestão, Porto (Portugal)
 Business and Administration
 Final grade: 18,25/20
- 2014–2018 **Bachelor of Economics (univ. bacc. oec.)**
 University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija (Croatia)
 Bachelor's degree at Business Economics in Tourism and Hospitality: **Tourism management**
 Final grade: 4,952/5
 Graduated with the highest academic honor (*summa cum laude*)
 Thesis: *Tourism Destination Marketing – Case of the City of Porto*
- 2010–2014 **High school education**
 Gospodarska škola, Varaždin (Croatia)
 Hotel and tourism technician
 Final grade: Excellent

OTHER SKILLS

Mother tongue Croatian

Other languages

	COMPREHENSION		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
German	B1	B1	B1	B1	B1
Spanish	B1	B1	A2	A2	B1
Italian	A1	A1	A1	A1	

- Communication skills**
- Excellent communication and teamwork skills acquired through work and education
 - Ability to adapt to different types of people and resolve conflicts, improved through the work in the hotel
 - Openness, adaptability, and ability to manage intercultural communication, gained during the education abroad
 - Excellent presentation skills achieved through public presentations and teaching

- Organization skills**
- Reliability and goal orientation
 - Sense of organization and responsibility, developed through study and work
 - Successful coping with stressful situations and efficient solutions finding, improved by working in hotel industry
 - Patience, ability to motivate and transfer knowledge, developed through working with students

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Experienced user	Experienced user	Experienced user	Independent user	Independent user

- everyday use of Microsoft Office tools for content creation, processing and sharing
- regular use of communication platforms (MS Teams, Zoom, Skype, Social media) and e-learning tools (Loomen, Merlin)
- experience of use of *property management systems* (Diventa, Laser HIS)

Driving licence B

ADDITIONAL INFORMATION

Professional development

- 5/2/2021 **Learning Catalytics i Perusall – alati za poučavanje usmjereni na studenta**
Faculty of Tourism and Hospitality Management Opatija [online workshop]
- 22/1/2021 **Nastavni proces u visokom obrazovanju: Konstruktivno povezivanje ishoda učenja sa ostalim elementima nastavnog procesa**
Faculty of Tourism and Hospitality Management Opatija [online workshop]
- 5/1/2021 **What are the hottest topics in tourism and hospitality?**
National Kaohsiung University of Hospitality and Tourism, Taiwan [online workshop]
- 12/12/2021 **Smart Tourism Marketing and Social Media, Robots, Intelligence and Service Automation in Travel, Tourism, and Hospitality**
National Kaohsiung University of Hospitality and Tourism, Taiwan [online workshop]
- 24/11/2020 **Informacijske službe i usluge za istraživače**
University Library Rijeka [online workshop]
- 9/11/2020 **Radionica iz znanstvene komunikacije**
University of Rijeka [online workshop]
- 7/10/2020 **Publishing in top SSCI journals and get recognition for your research**
Emerald Publishing, UK [webinar]

Award and honours

- 2019. Winner of **Rector's Award for Excellence**
- 2018. **1st place** on case study competition *Realizator* (teamwork, business case of the city of Rijeka)
- 2018. **1st place** on case study competition *Kupujmo hrvatsko* (Croatian Chamber of Economy) – teamwork, plan for improvement of campaign Kupujmo hrvatsko
- 2017. **2nd place** on Start-Up competition *Istrian Tourism Competition* (teamwork, business case of travel agency Collegium)
- 2014-2019 Academic years 2014/2015., 2015/2016., 2016/2017., 2017/2018., 2018/2019. - winner of **Dean's Annual Award *summa cum laude***
- 2014. **1st place** on Spanish language competition (county level)

Projects Academic year 2018/2019 – **leading a student scientific research project** „*Management response strategies to a negative online review and their impact on potential guests' trust and booking intention*”

Scholarships Academic years 2014/2015., 2015/2016., 2016/2017., 2017/2018., 2018/2019. – winner of **Scholarship for Excellence** of University of Rijeka

Publication https://scholar.google.com/citations?user=g8EY_6oAAAAJ&hl=hr
<https://www.bib.irb.hr/pretraga?operators=and%7C38004%7Ctext%7Cprofile>

Other

- 2020/2021 **Erasmus contract coordinator** for outgoing student mobility at FTHM
- 2016-2019 **Student assistant** at Marketing course at FTHM
- 2018/2019 **Student – mentor** at FTHM (providing peer support for first-year-students)