MARIJA VISHINOVA SHEMOVA

COMMUNICATIONS SPECIALIST

Communications professional with 7+ years of experience in EU policy, civic space and civil society advocacy across the Western Balkans and Türkiye .
Experienced in strategic communications, policy drafting and EU-level engagement, supporting advocacy processes linked to enlargement, rule of law and democratic governance.

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Borka Taleski 53/8, Skopje

Marija Vishinova

KEY SKILLS

Strategic Communications · EU Policy & Advocacy · Campaigns· Policy Writing · Stakeholder Engagement· Generative AI

EDUCATION

- **MA – Interdisciplinary Research & Studies on Eastern Europe (MIREES)**
- University of Bologna · Corvinus University Budapest · University of Illinois, USA
- **MA – Diplomacy & International Relations-** Ss. Cyril and Methodius University, Skopje
- **BA – Political Science**- European University Skopje

TRAININGS

- Civicus AGNA Strategic Comms Course (2020)
- Advocacy and Policy Influencing (API) Training (2022)
- Stakeholder and Partnership Management Training (2022)
- Risk management course (2021)

LANGUAGES

Macedonian (Native)· English (Professional)
Italian (Intermediate)

Experience

COMMUNICATIONS COORDINATOR

Balkan Civil Society Development Network (BCSDN) 2019 - Present

- Lead strategic communications aligned with EU policy priorities
- Develop and deliver campaigns and messaging
- Draft and promote policy outputs (briefs, reports, reactions)
- Act as comms focal point for European and regional networks
- Support engagement with EU institutions and stakeholders
- Oversee content production (reports, digital, visuals)
- Coordinate internal communication across the network
- Manage media relations & visibility (regional and EU level)

EARLY EXPERIENCE

- BCSDN Communications Officer and Network Coordinator (2019-2023)
- Communications Expert – Vilson North Macedonia Podaj Raka Campaign (2023/ 2025)
- Communications Officer – CIVIL NGO (2019)
- Intern – RAI Secretariat, Sarajevo (2018–2019), EU Info Center Skopje (2013)
- Research & Writing – FOMOSO / Center for Security Studies (CSS) Sarajevo

RECENT PUBLICATIONS

- *Constituency-Led Accountability in the Western Balkans (2021)*
- *Joint Actions for Promoting Civic Space (2022)*
- *Understanding CSO Accountability in the Western Balkans: Where Do We Stand vis-à-vis the Istanbul Principles* (2022)
- *CSOSI Report – North Macedonia (2020)*
- *Implementation of SDGs in BiH (2018)*
- *Western Balkans & Rule of Law – Judicial Reform vs Public Trust (2018)*
- *Policy analysis & articles (FOMOSO platform) (2018–2019)*