

Hello

I'm Aida Ramusovic-Witham

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Skills

With a strong focus on journalism and media experience, I have over 15 years of professional career, holding senior leadership positions in newsrooms, strategic planning and research across various creative, digital, and multidisciplinary agencies and consultancies. Currently, I operate as an independent research and strategy consultant, collaborating with top-tier clients across different locations, teams, and projects to provide exceptional value.

Experience

Material Partners, LLC, Cincinnati, OH- *Partner and Chief Research Officer*

<https://www.bematerial.com/>

- In charge of modeling and executing actionable data and business intelligence gathering research.

REDI Cincinnati, OH - *Marketing Research analyst*

<https://redicincinnati.com/>

- Design and conduct research studies using qualitative and quantitative research methods, such as user interviews, surveys, usability testing, and analytics, to gather insights about user experiences and market trends.
- Analyze findings to understand user behavior, identify trends, and uncover areas for improvement in both UX and marketing communication strategies.
- Collaborate with cross-functional teams, including UX designers, developers, and marketing professionals, to translate research insights into actionable recommendations for enhancing user experiences, increasing usability, and optimizing marketing efforts.
- Present research findings to stakeholders, providing data-driven insights and recommendations for informed decision-making.

CWC, Impact Strategy Company, Cincinnati, OH - *Consultant (UX, Market Research, and Strategic Planning)*

- Conducted a comprehensive content audit of over 6,000 pages for a complex website redesign for Pfizer. Insights informed future content and UX strategy. Acted as the primary point of contact for the client, understanding their needs and providing actionable counsel.

- Performed a competitive landscape assessment and future trends research for Walgreens Boots Alliance, informing a new corporate vision and culture strategy with a focus on sustainability goals.

Independent organization for media development, Podgorica, MNE – *Managing director*

- Responsible for managing and fundraising of NOMEN.
- Oversaw and coordinated management plans, tracked milestones across projects and institute necessary workflow.
- Resolved issues that have the potential to jeopardize performance and/or ability of partners to meet agreed project goals; submitted financial and narrative reports to donors, supported strategic development of partners, recommended new development opportunities.

Managed projects:

- Media Editors' Retreat - How to Cover NATO Objectively (finished in 2013) Funded by: US Embassy in Montenegro
- Reporting counter violence- Journalistic conference and a workshop for journalists Funded by: UK embassy in Montenegro
- Capacity building for Montenegro to implement human rights standards in line with EU required reforms through improvement of standards of media Funded by:: UK embassy in Montenegro
- Impact of media on CVE in Montenegro Funded by: EU and: Hedayah organization

National television Vijesti, Podgorica, Montenegro – *Senior news producer, TV anchor, Ombudsperson for media*

- Responsible for managing a newsroom of 20+ journalists
- Managing journalistic investigative projects in the field of EU affairs, transparency in government, human rights, education, regional projects, art and cultural projects. Responsible for fundraising of journalistic projects; maintaining media partnerships; working with the team on internal rules and strategies.
- The first appointed Ombudsperson for media in Montenegro in charge supervising the application of the Ethical code in the newsroom. Work closely with journalists on implementing ethical norms.

In depth consultant work

Ecorys UK Ltd, London, UK

Consultant for Provision of Monitoring, Evaluation and Learning Services for the Western Balkans Portfolio

UK Embassy in Montenegro, Podgorica, Montenegro

Consultant on media

EU info center in Montenegro, Podgorica Montenegro

Consultant on media and politics for Management of the EU Info Centre in Podgorica

Government of Montenegro, Podgorica, Montenegro

Consultant for the working team on NATO communication strategy in Montenegro

Education**University of Cincinnati, Ohio** – *PhD studies in Political Science*

2021- University of Cincinnati Space Research Institute for Discovery and Exploration (SRIDE) Fellowship

2023- University of Cincinnati Space Research Institute for Discovery and Exploration (SRIDE) Fellowship

Book:

2021- The American Professor Pundit: Academics in the World of US Political Media, Palgrave Macmillan; 1st ed. 2021 edition (July 14, 2021)

University of Bologna, Italy – *MA in Social politics and Strategic direction for sustainable spatial development*

University of Florence, Italy – *MA in Communication and Media*

University of Montenegro – *BA in English language and Literature*

Additional training

US State Department's Edward R. Murrow International Visitor Leadership Program, Washington, Los Angeles, Columbus and Cincinnati, New York

Radio Popolare, Milano, Italy- A one year program journalistic program and training

BBC course on reporting Terrorism, Tirana, Albania- journalistic training