

## CURRICULUM VITAE

### CONTACT DETAILS

Rr. Panorama, Shkalla 4, Apt. 60  
Tirane, Albania  
+355 697049009  
[ledina.merkaj@arsimi.gov.al](mailto:ledina.merkaj@arsimi.gov.al)



1. FAMILY NAME: **MANCKA**
2. FIRST NAME: **Ledina**
3. DATE OF BIRTH: September 22, 1980
4. CIVIL STATUS: Single
5. EDUCATION: **Higher Education**

Institution (Date from - Date to)	Degree(s) or Diploma(s):
<b>University of Ismail Qemali, Vlore</b> October 2019 – June 2023	MASTER OF SCIENCES IN BUSINESS ADMINISTRATION
<b>University of Porto, Portugal</b> December 2017 through July 2018	POST-DOCTORATE LOCALIZATION, COMMUNICATION AND MARKETING STRATEGIES
<b>Universities of Tirana</b> October 2013 through May 2015	PHD STRATEGIES OF PROMOTION AND TRANSLATION OF TOURISTIC TEXT
<b>University of Tirana</b> September 2006 through May 2008	MASTER OF SCIENCE - COOPERATIVE ANALYSIS OF THE WASTE LAND OF T.S ELIOT AND "SHKREATANIA" U.BUCPAPAJ
<b>University of Ismail Qemali, Vlore</b> October 1999 through July 2013	BA. ENGLISH TEACHING AND TRANSLATION

6. LANGUAGE SKILLS: Scale of 1 - 5 (1 – Limited working proficiency; 5 - Functional native proficiency)

Language	Reading	Speaking	Writing
Albanian	Mother tongue		
English	5	5	P5
Italian	3	3	3

7. COMPUTER LITERACY: Excellent use of application software installed in PCs under Windows platform.

8. PRESENT POSITION: Expert of communication studies, Lecturer at the University of Vlora.  
Authorized English translator from Ministry of Justice, Albania  
Manager of Non-Government Organization "South Soul Center"

### 9. PROFESSIONAL PROFILE:

- Professional experienced expert of communication and management in academic and strategic project with an experience of 17 years in academic field, coordinator and expert in communication in public and non public projects. Coordinating and negotiating strategic projects in regional level, working on donor-funded projects focused on sustainable development (tourism, cultural and heritage, capacity building and human resource management).
- Continuous performance-improved expert with demonstrated track record in managing project, preparing communication plans, effectively coordinating teams/activities and analytical reporting

### 10. CORE COMPETENCIES

- Communication management, coordinating and training human capacities
- Stakeholders Networking and Partnership Development

### 11. OTHER ORGANIZATIONAL SKILLS AND KNOWLEDGE:

- Excellent communication/organizational skills, strong team building and relationship management

- Comprehensive knowledge of IPA program, UNICEF and UNDP regulations/policies/procedures.

**11. SPECIFIC EXPERIENCE IN THE REGION:**

<b>Country</b>	<b>Date from - Date to</b>
Albania	Project with UNICEF, UNDP, IPA. INTERREG IVC
Portugal	Staff exchange, Erasmus Mundus + project “ Green Tech”

## 12. WORK EXPERIENCE:

Date (from – to)	LOCATION	COMPANY	POSITION	DESCRIPTION OF MAIN DUTIES AND MAJOR RESPONSIBILITIES
December 2022 - present	Tirane	National Agency of Financing Higher Education, Albania	General director of AKFAL Director of Analyzing and Monitoring national Funds for Higher Education	<ul style="list-style-type: none"> <li>• Analyzing and evaluating national system of Higher Education In Albania</li> <li>• Evaluating and Monitoring the formula of Financing and implementation of the educational grant in Higher Education Institutions</li> <li>• Recommend and suggest new practices and methodologies of using funds, opening new programs, fostering internationalization of universities, fostering joint programs/degrees, academic projects.</li> <li>• Evaluate and recommend marketing champagnes for student acceptance and vocational training for the universities</li> </ul>
October 2004-present	Vlore	University of Ismail Qemali, Vlore	Lector	<ul style="list-style-type: none"> <li>▪ Research on good practices and studies of communication skills in academic area.</li> <li>▪ Integration and use of contemporary methodologies and techniques in Communication studies and translation.</li> <li>▪ Coordinating, negotiating and managing in Erasmus Exchange activities (projects/conferences/workshops)</li> <li>▪ Lead master theses and project with graduated and under graduated students.</li> <li>▪ Compilation and implementation of good curricula in Albanian education system.</li> </ul>
February 2017-present	Vlore	South Soul Center	Communication and project manager	<ul style="list-style-type: none"> <li>▪ Lead/manage experts and volunteers to help implement communications strategies and tactics, in the NGO.</li> <li>▪ Strategize and plan communications/marketing for 6-12 months</li> <li>▪ Unify and align communications for both internal and external partners.</li> <li>▪ Partner with ministries, meeting with them and creating bridges of cooperation and projects joint.</li> <li>▪ Ensure high-quality and impact communications, day-to-day tasks of facilitation of communications/marketing.</li> </ul>
February 2010	Vlore	UNICEF	Project Manager	<ul style="list-style-type: none"> <li>▪ Project : <b>Regional Strategy and Plan of Action for Children 2010-2013</b>, Region of Vlore-in 2010.Managing and coordinating the team of experts for compilation of. (funded by UNICEF and Region of Vlore)</li> </ul>
November 2010	Vlore	UNICEF	Communication Expert	<ul style="list-style-type: none"> <li>▪ Project: <b>Network of regional units for protection of Children</b> .Coordinating and managing the team of expert. (funded by UNICEF and Vlora Region)</li> </ul>
December 2010	Vlore	UNDP and Italian Cooperation	Communication Expert	<ul style="list-style-type: none"> <li>▪ Project: <b>National Strategy of Territory and Administrative Division “ , Vlore 2010-2011</b>. Coordinating, negotiating and assisting in regional level with stakeholders and group of interests in Region of Vlora.</li> <li>▪ Coordinating workshops and target group meetings in cross-cutting sectors.</li> </ul>
March 2020-2022	Vlore	IPA	Project manager, Expert communication	<ul style="list-style-type: none"> <li>▪ Project : “Polyphony 2018-2020. Managing and coordinating with cross border partners in the project of “2020-2022, PB4.</li> <li>▪ Compilation of action Plan and communication plan between Albanian and Greek partners.</li> </ul>
March 2011	Vlore	INTERREG IVC, “Straits Cooperation”	Communication Expert	<ul style="list-style-type: none"> <li>▪ Project: <b>Interreg IV C, Straits program-</b> expert of communication and negotiator, assisting in regional level with stakeholders and group of interests in Region of Vlora for the Albanian partner side.</li> <li>▪ Coordinate meetings in regional and national level and negotiating with international partners for compilation of agreements and project modalities.</li> </ul>
December 2017-July 2018	Porto, Portugal	Erasmus, Mundus +	Beneficial staff	<ul style="list-style-type: none"> <li>▪ Staff exchange beneficial in the framework of the European program Green tech ( a partnership between European and non –European universities for exchange in good practice and technologies)</li> <li>▪ Ass lecturer in the field of communication and linguistic in the department of Germanic and European Studies in University of Porto, Portugal. 2017-2018.</li> </ul>

October 2010-october 2011	Vlore	Region of Vlore, head of Project Unit	Project Manager	<ul style="list-style-type: none"> <li>▪ Lead/manage experts and volunteers to help implement communications strategies and tactics, in the Region.</li> <li>▪ Strategize and plan communications/marketing for 6-12 months</li> <li>▪ Unify and align communications for both internal and external partners.</li> <li>▪ Partner with ministries, meeting with them and creating bridges of cooperation and projects joint.</li> <li>▪ Ensure high-quality and highest impact communications.</li> <li>▪ Carry out the day-to-day tasks of facilitating communications/marketing.</li> <li>▪ Be proficient in writing/editing, communication, strategy and multi-tasking</li> </ul>
---------------------------------	-------	--	-----------------	--

### 13. PUBLICATIONS

- Touristic communication: A specialized discourse with difficulties in translation by L. Merkaj, European Scientific Journal, Vol 9, No 33 (2013) ISSN: 1857 - 7881 (Print)ISSN: 1857 -7431 (Online) (Georgia 2013)
- Some features of the English translation of poetry and literary translation problems by L. Merkaj, Scientific Journal Nr.13, Ismail Qemali” University of Vlora, Publishing house, Euriprint, 244Fq( 120- 123)
- Vlora Album “VIEWS AND VALUES IN CONTINUITY” translated and published by L. Merkaj, 2010. Design Studio Drone.
- Leader compiler in Regional Strategy for Children (donating by UNICEF (2010-2013)
- Cultural identity standardization into intercultural communication by L. Merkaj, E. Celso, E. Cerkezi, Proceedings Book of International Conference in (Bulletin), Tirane, June 2012 ISBN: 978-9928-07-164-4
- Cultural property rights and identity in globalization “Think global, act local”, V. Hajrulla, L. Merkaj, Proceedings Book of the International Interdisciplinary Conference, Nov 2012, ISBN: 978992840002-4
- Tourism Language, Difficulties in Translation(2013) by L. Merkaj, IJAS. Viene, Austri (April 2013 )
- Translation of tourism text with argumentative and persuasive techniques by L. Merkaj, Translation Studies Journal. Retrospective and Prospective Views. (ISSN 2065-3514) (Rumania Galati 2013)
- Narrating and assessing the value of heritage assets preserve identity and culture by L. Merkaj, IJAS. Humanities and Social Sciences Review (HSSR) Volume 3, Number 1 CD- ROM ISSN: 2165-6258. (December 2013, Freiburg, Germany)
- Translatability and untranslatability of cultural words by L. Merkaj, A. Hima, Proceedings Book in International Conference: Scholarly explorations of English language and culture. Tirane,May 2014. “H-T print, “Tirane. Pg 340-347. ISBN:978-9928-4289-1-2.
- Non-parliamentary language in Albanian parliament by L. Merkaj, A. Hima, Proceedings Book International Conference: Linguistic research. July 2014.
- Promoting cultural stereotypes through good translation techniques, L. Merkaj, Bulletin of the International Conference, FGjH. Tirane May 2015.
- Problems and prospects of the development of Albanian language in the European environment, L. Merkaj and B. Isufaj, Conference Proceedings Book ICRAE 2014. Shkoder,2015, Albania. ISSN: 2308- 0825.
- Challenges of intercultural communication in the migration contexts by L. Merkaj, Proceedings Book of the 10th International Conference of the Albanian Institute of Sociology. Prishtine, Kosove. November 2015. ISBN: 978-9951-494-557.
- Improving identity through intercultural communication, L. Merkaj, Proceedings of the 10th International Conference of the Albanian Institute of Sociology. Kosovo, Nov 2015. ISBN: 978-9951-494-557.
- Parallelism: A new strategy for intercultural translation by L. Merkaj, Proceedings Book of the Conference of FGJHD. Durres, Albania 2015. ISBN; 9789928-114-59-4
- Cultural aspects in the translation of a touristic text, by L. Merkaj, Conference Proceedings Book, ICRAE 2014. ISSN: 2308-0825.
- Intercultural aspects and problems in translation of a touristic text by L. Merkaj, Scientific Bulletin of University of Vlora, Number 3, Vol 2, 2015. ISSN 2310-6719.
- Bridging cultures through tourism. A study case: Vlora touristic professional figures in a European perspective by L. Merkaj, F. Cukani, I. Koleka, Article in Proceedings of the Conference.
- Promotive and persuasive discourse of tourism by L. Merkaj, F. Cukani, I. Koleka, Proceedings Book of the Conference. Korce. November 2017.
- Education through Media, L. Merkaj, F. Cukani, I. Koleka, Conference Proceedings Book, Korce. November 2017.
- Vlora Region Album: “Views and values in continuity” edited by L. Merkaj, 2010, Studio “Kodheli”.
- Strategy and Action Plan for Children “2011-2013” by L. Merkaj, Region of Vlore in cooperation with UNICEF. Publishing house Albdesign, ISBN: 978-99927-685-8-7
- “Translation from Theory to Practice” A cycle of lectures Part 1 by L. Merkaj and S. Kalemi. ISBN: 978-99284-201-10