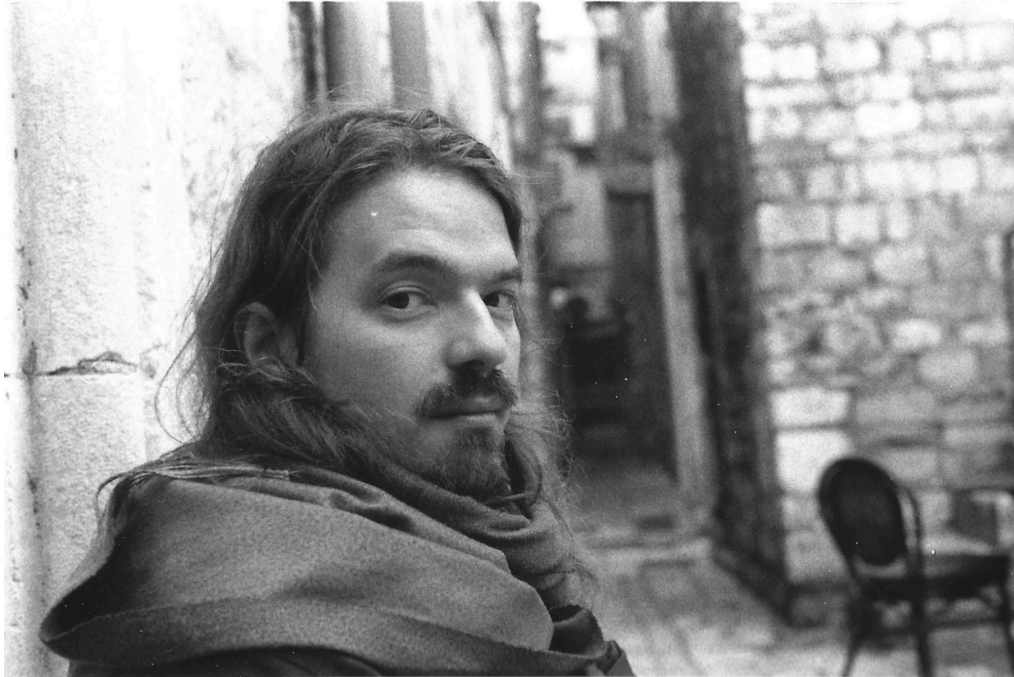


Teodor Reljić

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Profile

Marketing and communications professional with 15+ years' experience across cultural institutions, international organisations, media and publishing. Currently responsible for the public-facing communications and marketing of Malta's primary literary institution, combining creative direction, campaign development, editorial and digital content, media relations, event delivery, international guest relations and stakeholder management.

Experienced in developing and communicating public-facing cultural experiences, coordinating international guests and partners, managing creative and media suppliers, and taking projects from initial concept and briefing through to delivery. Strong editorial and storytelling background developed through senior roles in journalism, publishing and cultural communications, with particular experience translating complex or specialised subjects into engaging content for diverse audiences.

Maltese (EU) citizen relocating to Italy in early 2027.

Key Skills

- Marketing & Communications Strategy
 - Creative Direction & Campaign Development
 - Content Development & Brand Storytelling
 - Event & Guest Relations
 - International Guest & Stakeholder Management
 - Project Coordination & Delivery
 - Media & Public Relations
 - Editorial Strategy & Copywriting
 - Creative, Media & Supplier Management
 - Digital & Social Media
 - Cross-Cultural Communication
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Selected Projects & Work Experience

Date	Role / Project	Organisation & Impact
2023– Present	Marketing Manager	National Book Council (Malta) – Lead the Council’s public-facing marketing and communications, overseeing institutional messaging, media relations, digital content, campaigns, event communications and stakeholder engagement, in coordination with the relevant Ministry and the Council’s Executive Chairperson. • Develop and implement communications strategies and campaigns for the Council’s programmes and major public-facing initiatives, including the Malta Book Festival and National Book Prize. • Lead the creative direction of communications, from initial concepts and campaign brainstorming through briefing, commissioning and feedback to external media, creative and production partners.

- Manage the Council's **social media** presence across Facebook, Instagram and LinkedIn, including editorial planning, content dissemination and paid promotion within allocated budgets.
- Serve as the central media contact, drafting press releases, media responses, public statements, executive speeches and key messages, and preparing **briefing lines** for major initiatives and potentially sensitive media and stakeholder interactions.
- Work closely with the Executive Chairperson on institutional positioning and public messaging, serving as primary **speechwriter** for English-language speeches and drafting contributions to press releases and written media responses.
- Commission and oversee multimedia and branded content in collaboration with external partners, including [How a Book Is Made](#), [From Malta to the World](#) and [Fresh Ink](#), managing projects from initial brief through delivery.
- Manage **guest relations** for the Malta Book Festival, coordinating itineraries and practical arrangements for international special guests with airlines, hotels, transport providers and the guests themselves, ensuring smooth participation and overall experience.
- Conduct live interviews and moderate public discussions with international writers and cultural figures, including [Jeff VanderMeer](#), [Joe Sacco](#), [Kali Wallace](#) and [Nikola Petrovic](#).
- Manage advertising procurement across traditional and digital media, media portals and out-of-home platforms, coordinating suppliers, creative deliverables, timelines, budgets and public procurement requirements.
- Coordinate graphic designers, videographers and other creative suppliers to ensure content is delivered to brief, specification and schedule.

- Provided Maltese-language **voiceover** for promotional material, including the [2026 Malta Book Festival trailer](#).

2020– 2023	Communications Officer	UNHCR Malta – Developed and delivered communications campaigns for an international organisation, adapting complex subjects into accessible, audience-focused narratives across digital, editorial and multimedia formats. Managed content projects from concept to delivery and collaborated with external creative agencies on campaign development, including Making Malta Home , a storytelling series highlighting the experiences of refugees and migrants in Malta. Worked across media relations, social content, video, events and stakeholder communications.
2016– 2020	Freelance Writer & Editor	Cultural entities & corporate clients – Provided editorial, copywriting and communications services to cultural organisations, NGOs and corporate clients. Developed promotional and editorial content for campaigns, publications, festivals and branded projects, adapting tone and messaging to different audiences and client objectives. Managed multiple projects to deadline while working directly with clients, contributors and creative partners.
2010– 2016	Staff Journalist, Sub-Editor, Film Critic & Cultural Editor	MaltaToday – Covered Malta’s cultural, artistic and film sectors for a leading national newspaper, producing editorial content for broad public audiences. Researched and developed features, interviews, reviews and cultural stories, building extensive knowledge of Malta’s creative and cultural landscape. Also served as sub-editor, working to tight deadlines and coordinating editorial production.
2017 – 2019	Editor	Encore Magazine – Edited a quarterly culture magazine, commissioning and editing features, managing a contributor network and overseeing publication from planning through delivery. Developed editorial themes and maintained consistent quality, tone and audience appeal.

2017– 2020	Visiting Lecturer (Creative Writing)	University of Malta – Designed and taught courses on worldbuilding, adaptation, and story design.
2025	Writer, Production Assistant	<i>The Pity Party</i> – Wrote the script for the video art installation and publication co-created with Samira Damato. Exhibited at Rosa Kwir, Malta in November 2025.
2025	Story Consultant	<i>From Strait Street to Abbey Road (Docudrama)</i> – Streamlined story beats for a docudrama on Maltese jazz drummer Tony Carr. Balanced historical fidelity with audience accessibility.
2022	Author	<i>Mibdul</i> (Comic Book Series), Merlin Publishers – Wrote Malta’s first serialized comic book (6 issues), co-created with illustrator Inez Kristina. Recognised for expanding Maltese storytelling into new formats.
2022	Story Consultant	<i>Sarangu: The Sack Man</i> (Graphic Novel) – Advised on story structure, pacing, and thematic clarity for a sci-fi/folk horror hybrid graphic novel by Fabrizio Ellul.
2021	Screenwriter	<i>A Vipers’ Pit</i> (Feature Film) – Wrote script for Malta’s first political thriller , adapted from an award-winning novel. Premiered locally, screened internationally.
2020	Screenwriter	<i>Storja ta’ Storja</i> (Docuseries), NBC Malta / Sajjetta – Adapted literary works for 8-part docuseries . Delivered 4 episodes, aligning artistic quality with institutional objectives.
2018	Writer	<i>Camilla</i> (Short Film) – Co-wrote queer vampire adaptation of a Maltese short story. Praised for its atmosphere and unique approach to horror tropes.
2017	Writer	<i>Archived Futures Harvest</i> (Transmedia Exhibition) – Co-authored speculative sci-fi texts for EU Presidency cultural installation.
2014	Author	<i>Two</i> (Novel), Merlin Publishers – Debut novel shortlisted for the National Book Prize. Praised for originality, emotional depth, and narrative control.

Education

- MA, Modern & Contemporary Literature — University of Malta, 2012
 - BA (Hons.), English — University of Malta, 2010
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Writing Samples

- Journalism — [MaltaToday](#), [Times of Malta](#), [LovinMalta](#)
 - Corporate / Commerciale — selection [here](#)
 - The Markaz Review – [Assassination in Malta: How They Killed My Mother](#)
 - Heavy Metal Magazine [Special Issue #1](#) – ‘Teleportation: Futurism in Media’
(*upcoming Oct 2026*)
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Languages

- English: Native
 - Maltese: Native
 - Italian: Fluent
 - Serbian: Fluent
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Media Appearances

- [The Guardian on Malta's film industry](#)
- [BBC Radio Scotland - Call Kaye](#)
- [MaltaToday Q&A](#)