

Dijana Lešić

Communication & Brand Strategist

| Belgian, Bosnian & Croatian nationality | Born in Zenica, Bosnia

About Me

I'm a communication and marketing professional with experience in branding, digital communication, storytelling, event communication and community building.

As co-director of Antwerp Powerchair Hockey Collective (APHC) and an international powerchair hockey athlete, I combine professional communication expertise with first-hand knowledge of the sport and its international community.

My experience includes developing communication strategies, managing brand identity, creating digital content, coordinating international sports events like the 2v2 and camp and building communities around shared goals. Through my work with APHC, I focus on strengthening the visibility and development of powerchair hockey while creating an inclusive and engaging experience for players, coaches, referees, volunteers and partners.

Education

2010 - 2017 | Graphic Publication & Illustration
Sint-Jozef OV4

2018 - 2019 | Communications Management
AP Hogeschool

Nov 2020 | Social Media Marketing Agency
Udemy Certification

Jun '26 - present | Sports Management
Udemy Certification

Work Experience

2022 - today | Communications Director, Community Builder & Event Manager
Antwerp Powerchair Hockey Collective VZW

Co-directed and help lead APHC, shaping its vision, strategy, communication and international growth. Lead branding, marketing and event communication while coordinating projects and bringing together players, coaches, referees, volunteers and partners around the development of powerchair hockey.

2021 - 2025 | Founder, Designer & Marketeer
divnoella studio

Founded and independently managed a creative studio focused on branding, graphic design, social media and digital communication for small businesses and entrepreneurs. Developed brand identities and communication strategies, created digital content and marketing campaigns, and managed client projects from concept to delivery.

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Skills

Communication & Marketing · Brand Strategy · Storytelling · Content Creation · Social Media · Event Communication · Community Building · Leadership · Project Management · Creative Direction · Inclusive Communication · International Sports

Tools & Platforms

Design & Creative
InDesign · Photoshop · Illustrator · Premiere Pro · Canva ·

Website & Digital
WordPress · Elementor · WooCommerce · Squarespace · Google Analytics · SEO tools

Social Media & Content
Meta Business Suite · Instagram · Facebook · LinkedIn · TikTok · YouTube · X · Discord

Communication & Project Management
Microsoft 365 · Google Workspace · Milanote · Trello · Slack · Zoom · Basecamp

Forms & Marketing
Tally · Bravo · Fillout · CRM tools

2022 | Community Manager
NFT-project with dj BUSCEMI

Managed the online community and communication for the NFT project, engaging members, creating content and helping build an active, connected community around the project.

PCH player

Belgium | 2009 - today
The Antwerp Wheelblazers E1 ● Super League

Belgium | 2023 - today
Team Belgium

The Netherlands | 2024 - today
De Pont E2 ● Hoofdklasse & Overgangsklasse

Belgium | 2019 - 2022
Gidos E1 ● Super League & Hoofdklasse

Experiences

Belgium | Summer of 2025
APHC CAMP ● Gold medalist & Best T-sticker

The Netherlands | 22 - 26 October 2025
Dutch Nations Cup with Team Belgium

Denmark | 20 - 23 February 2026
Training weekend with Team Belgium & Denmark

Spain | 29 & 30 August 2026
Dracs tournament with APHC ● Silver medalist

Language

English

Dutch

Serbo-Croatian