



UNIVERSITY OF GOTHENBURG  
SCHOOL OF BUSINESS, ECONOMICS AND LAW

## Curriculum Vitae Irina Balog

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### Academic degrees

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|------|---|
| 2015 | Master, Communication, University of Gothenburg                                     |
| 2014 | Bachelor, Business administration, University of Gothenburg                         |
| 2014 | 2-year program (Högskoleutbildning), Webeditor (webbredaktör),<br>Högskolan i Borås |
| 2010 | Bachelor, Film studies, University of Gothenburg                                    |

### Main research fields:

Sexist advertising (Marketing and gender studies)

### Other experience

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#### Experience outside of academia within field:

2012 - 2014      Production Manager, Dear Friends (ad/web agency)