



A content manager with 16 years of agency and company experience, who's led, both onsite and remotely, multiple local and international teams of up to 20+ people: writers, designers, SEO/community specialists, developers and marketers.

I, along with my teams, have successfully managed all types of content for global businesses (Total, Clico, Nortal, Zepter, Polimark...) and numerous industries (automotive, cyber security, e-governance, consumer goods, crypto...).

Via my career in content marketing and PR background I've mastered every media channel, which is why I'm interested in a managerial position within the realms of marketing and corporate communications.

CURRICULUM VITAE MARKO MLADJAN

PERSONAL DATA

- Address: Beogradska St. 62/11, 11111 Belgrade, Serbia;
- Date/place of birth: January 8, 1982, Belgrade, Serbia;
- Nationality: Serbian;
- Cell: +381-63-555 145;
- E-mail: markomladjanmaki@gmail.com;
- Web: <http://www.markomladjancv.co.rs/>;
- LinkedIn: <https://www.linkedin.com/in/marko-mladjan-2290b5111/>.

PROFESSIONAL EXPERIENCE

Mar. 2020 – present: International Content Manager

FAM Solutions, Belgrade

- Led an international team of writers, translators, designers, SEO and community specialists, and developers;
- Created content strategies, plans and calendars on a global level;
- Instructed on, proofread and edited cryptocurrency trading content for affiliate websites, landing pages and social media, as well as e-mail and SMS campaigns;
- Instructed on, proofread and edited digital marketing content for affiliate websites, landing pages and blogs.

Nov. 2021 – Jul. 2022: International Content & PR Consultant

Zepter International, Belgrade

- Collaborated with the company owner on creating content and PR strategies, plans and calendars on a global level;
- Instructed on, proofread and edited content regarding Zepter products and activities for the company's website, social media pages, blog posts, landing pages, newsletters, webinars, magazine articles, press releases and ad campaigns;
- Instructed on and oversaw media communication and the collaboration with media representatives.

Jan. 2018 – Mar. 2020: Senior Content Writer

Smartpoint Adria, Belgrade

- Wrote, instructed on, proofread and edited content for, as well as communicated with the agency's clients;
- Wrote cyber security content for unsponsored and sponsored magazine articles, for the company Clico;
- Wrote car industry content for eHow's, infographics, video tutorials and press releases, for the company Total;
- Wrote e-government content for blog posts, for the company Nortal;
- Wrote social media and website content for the company Adecco;
- Wrote e-book and landing page content for the company XBody;
- Wrote video ad content for the company Dijamant, under the slogan *Breakfast Is Coming Back Home*.

Jan. 2014 - Jan. 2018: Marketing Manager

Veting, Belgrade

- Led a local team of writers, designers and developers;
- Created marketing strategies and plans for the promotion of veterinary products in Serbia;
- Organized the company's trade show activities;
- Wrote the company's slogan *At Your Animals' Service*, and website content, designed the company's logo and website, and oversaw the website development;
- Translated veterinary, technical and legal content from Serbian to English and vice versa, proofread and edited it;
- Wrote the company Bee Sting's slogan *Keep the Buzz Going* and website content, designed the company's logo and website, oversaw the website development and managed the company's Facebook page.

Nov. 2010 - Jan. 2014: Creative Manager

Communicative, Belgrade

- Led a local team of writers, designers, developers and advertisers, as well as managed the agency's clients;
- Created content strategies, plans and calendars, instructed on, wrote and promoted content for the agency's clients;
- Wrote the agency's slogan *Our Ads Do the Talking for You*, and website content, as well as oversaw the logo creation and the website development;

- Wrote TV ad content and oversaw TV ad production for the travel agency Matico Travel, under the slogan *For 20 Years You've Preferred, to Travel with Us Around the World*;
- Oversaw the company Becollino's, the travel agency Top Tours' and Polimark Group's distribution company Omnico's, production company PFI's and logistics company HBT's website development.

Nov. 2008 - Nov. 2010: Copywriter-turned-Creative Manager

MG Pink, Belgrade

- Led a local team of writers, designers, developers and advertisers, as well as managed the agency's clients;
- Created content strategies, plans and calendars, instructed on, wrote and promoted content for the agency's clients;
- Wrote the agency's slogan *No Idea Is Senseless, Senseless Are Those Without Ideas*, and website content, as well as oversaw the logo creation and the website development;
- Wrote TV ad content and oversaw TV ad production for the resort Centar Zdravlja IZVOR, under the slogan *Enjoy Your Way to Health*;
- Wrote TV ad content and oversaw TV ad production for the restaurant Da Gino, under the slogan *Italy on a Platter*;
- Wrote radio ad content and oversaw radio ad production for the association Pink Taxi, under the slogan *May Your Ad Be Driven Around Belgrade Too*;
- Wrote billboard ad content and oversaw billboard ad production for the company Beogradski rent-a-car, under the slogan *Enjoy the Ride*;
- Managed the Trade Union of Taxi Drivers and Auto Carriers NEZAVISNOST's crisis communication.

EDUCATION

Sep. 2004 - Jun. 2006: Postgraduate

The Faculty of Organizational Sciences, Belgrade

- Degree: Magister's;
- Major: Public Relations and Multimedia Communications.

Sep. 2002 - Jun. 2004: Higher

The European University for International Management, Belgrade

- Degree: University;
- Major: International Management.

Sep. 2000 - Jun. 2002: Higher

Intercollege - The University of Indianapolis' Academic Path, Nicosia

- Degree: College;
- Major: Marketing.

LANGUAGE KNOWLEDGE

- Serbian: native;
- English: proficient (C2);
- German: basic (A1 – A2);
- Greek: basic (A1 – A2).

FURTHER DEVELOPMENT

- Majored in Content and SEO at Internet Academy, Belgrade;
- Majored in Graphic and Web Design at IAN Telecentar, Belgrade.

OTHER INFORMATION

- Computer skills: Microsoft Office, Google Workspace, Adobe Photoshop, WordPress, Google Analytics, Keyword.com, Google Search Console, Trello, Basecamp, Internet, e-mail;
- Driver's license: since 2000.

SPECIAL INTERESTS AND SKILLS

- Played basketball actively, earning a basketball scholarship from Intercollege;
- Enjoys sports, travel, music, movies and theater.

Kind regards,

Marko Mladjan

PORTFOLIO MARKO MLADJAN

ENGLISH

ZEPTER INTERNATIONAL, B2C & B2B, 2021 – 2022:

- Online shop (<https://shop.zepter.com/>) – content, design, on-page SEO;
- Facebook (<https://www.facebook.com/ZepterInternational>) – content, design;
- Instagram (<https://www.instagram.com/zepterinternational/>) – content, design.

CLICO, B2B, 2019:

- News (<https://clico.rs/news>) - content.

NORTAL, B2B, 2019:

- Blog posts (<https://nortal.com/blogs/#/>) - content;
- Webpage (<https://nortal.com/careers/serbia/#jobs>) - content.

TOTAL, B2C, 2018 – 2019:

- EHows (<https://www.total-serbia.rs/en/advice-proposals/ehow>) – content, on-page SEO;
- Infographics (<https://www.total-serbia.rs/en/advice-and-proposals/infographics.html>) – content, on-page SEO;
- Video tutorials (<https://www.total-serbia.rs/en/advice-and-proposals/video-tutorials.html>) – content, on-page SEO.

BEE STING, B2C, 2018:

- Website (<https://www.beesting.rs/en/our-beehive/>) – content, design, on-page SEO.

VETING, B2B & B2C, 2014:

- Website (<https://veting.rs/en/home/>) – content, design.

SERBIAN

ZEPTER SERBIA, B2C & B2B, 2021 – 2022:

- Online shop (<https://www.zepter.rs/>) – content, design, on-page SEO;
- Facebook (<https://www.facebook.com/zepter.rs>) – content, design;
- Instagram (https://www.instagram.com/zepter_srbija/) – content, design;
- Newspaper articles (<https://www.blic.rs/vesti/drustvo/revolucionarni-rezultati-naucnog-eksperimenta-u-londonu-negativni-joni-unistavaju/2w17wcw>, <https://www.blic.rs/biznis/otvorenje-ekskluzivni-zepter-shop-u-tc-galerija-specijalna-do-50-akcija-povodom/5tpcyq2>) - content;
- Guest posts (<https://www.danubeogradu.rs/2022/06/dosta-vam-je-zagadjenog-vazduha-vode-i-svetla-zepter-ima-resenje/>, <https://www.danubeogradu.rs/2022/05/sampioni-uz-sampione-zepter-international-novi-ekskluzivni-sponzor-35-beogradskog-maratona/>, <https://www.danubeogradu.rs/2022/04/zepter-my-basics-suplementi-premium-kvaliteta-moc-prirode-za-zdravo-telo-i-jos-zdraviji-duh/>, <https://www.danubeogradu.rs/2022/03/zepter-masterpiece-posudje-pripremljena-hrana-u-ovom-posudju-sacuvace-zdravlje-i-osveziti-ishranu/>) - content.

DIJAMANT, B2C, 2019:

- TV ad (<https://www.youtube.com/watch?v=kmgXl3VQN0Y>) – creative concept, content.

TOTAL, B2C, 2018 – 2019:

- EHows (<https://www.total-serbia.rs/sr/saveti-i-preporuke/ekako>) – content, on-page SEO;
- Infographics (<https://www.total-serbia.rs/sr/saveti-i-preporuke/infografici.html>) – content, on-page SEO;
- Video tutorials (<https://www.total-serbia.rs/sr/saveti-i-preporuke/video-tutorijali.html>) – content, on-page SEO;
- Facebook: (<https://www.facebook.com/TotalEnergiesSerbia>) - content.

CLICO, B2B, 2018 - 2019:

- Magazine articles (<https://pcpress.rs/sve-sto-treba-da-znate-o-eu-regulativi-pre-nego-sto-stupi-na-snagu/>, <https://pcpress.rs/sajber-napadi-su-neizbezni-ali-njihov-uspeh-nije/>, <https://pcpress.rs/clico-najsavremenija-it-resenja-za-bezbedno-i-efikasno-funkcionisanje-kompanija/>, <https://pcpress.rs/forcepoint-pomerio-granice-sajber-bezbednosti-svojom-risk-adaptive-zastitom/>, <https://pcpress.rs/clico-sigurna-kompanija-za-sigurno-poslovanje/>) - content.

BEE STING, B2C, 2018:

- Website (<https://www.beesting.rs/>) – content, design, on-page SEO;
- Facebook (<https://www.facebook.com/profile.php?id=100032495602562>) - content.

MATICO TRAVEL, B2C, 2012:

- TV ad (<https://www.youtube.com/watch?v=ZSu6uwzKxWE>) – creative concept, content.

