

Marko NERADOVIĆ, 45 years old

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Profile Summary

Ambitious professional with excellent experience in Digital Project Management and Team leading, strongly oriented towards realizing company and business goals and developing best solutions for clients and their markets.

Work Experience

2017 – Present Head of Operations, 1 Minute Feedback and Aprishiate (Initiate Sarl)

- **Maintaining and Developing Client Relationship** which includes communication with existing and potential clients for ensuring 1 Minute Feedback and Aprishiate digital platforms are offering best services for their needs.
- **Ensuring 1 Minute Feedback and Aprishiate digital platforms stabile everyday performance** through coordinating and implementing procedures for testing and eliminating threats for non-stabile system performance, both for users and for background technical processes.
- **Developing and implementing 1 Minute Feedback and Aprishiate improvements** including better User Experience and System enhancements.
- **Creating and developing the market strategies, plans and materials to support the implementation of the marketing plans** through defining marketing strategy for pre and after launch period, defining and utilizing target audience in a most effective way.
- **Responsible for creating 1 Minute Feedback (www.1minutefeedback.com) and Aprishiate (www.aprishiate.com) digital platforms** through coordinating and controlling team efforts including strategy, project planning, design, programming, content to publishing live all elements of platform.

2014 – 2017 Digital Media Manager, Media House Agency, Belgrade (Dentsu Aegis Network)

- **Client Relationship and Business Development** which includes communication with potential clients and day to day communication with existing clients - Atlantic Grupa with over 20 brands (Grand Kafa, Štark, Cedevita, Droga Kolinska...), AXA Insurance, Opel, Adidas, Red Bull and other, partnering agencies and their clients...
- **Developing and implementing strategies and tactics for Digital Media Communication** including developing digital media plans, yearly and monthly strategies and per campaign budgeting and KPI setting, with estimating results in media, conversions, sales and business values. Digital communication included channel and advertising position selection and recommendations based on briefed goals, including direct local websites, GDN, YouTube, SEA, Facebook, Instagram, Twitter, WOM platforms, Programmatic (desktop, mobile, native, video, special ad formats...). SEO and Community Management, as well as Digital presence and campaigns mechanics recommendations are regular tasks.

Constant optimization of ongoing campaigns and reporting and recommendations for future communication is part of everyday work.

- **Responsible for improving profitability** of Digital department - finding and seizing new opportunities which includes spending analytics, negotiations with partners, creating new advertising packages and formats.

2009 – 2014 Head of Interactive department, New Moment Agency, Belgrade (Y&R, Wunderman Network)

- **Client Relationship and Business Development** (Regional and local) which included communication with potential clients and day to day communication with existing clients (Nokia, Ford, SBB, Carlsberg, Tuborg, Somersby, P&G Corporate, Pampers, Always, Gillette, Fairy, Ariel, Pernod Ricard /Jameson, Ballantines, Chivas/, Geberit, Nestle, Adidas, Michelin, Finish, Opel, U.S. Steel, Immo Center, Raiffeisen Bank, Erste Bank...). Excellent assessments by clients.
- **Responsible for planning sales and financial results** of Interactive/ Digital department which resulted in significant financial gains.
- **Developing and implementing 360 degrees strategies and tactics for Digital Marketing Communication** including developing websites, mobile websites, campaign websites, social media projects and campaigns (Facebook pages and apps, Twitter, Youtube channels), CRM, viral and tutorial video production, Augmented reality, Loyalty programs, Direct marketing, viral and guerrilla marketing.
- **Leading Regional** (ASE - Alps – Southeast Europe region) **and local teams**, both internal and external through direct communication and various project management and communication tools.
- **Collaborating with all other Agency departments and partners** (ATL, BTL, PR, Media, Creative) in planning strategies and implementing tactics for numerous clients.
- **Achievements:**
 - Top Marks by clients - Nokia assessed Serbian team second best Worldwide out of over 90 markets for 2011. ASE regional team best in the World for 2009. and 2010.
 - Best Nokia Facebook Page in a World - fastest growth - 2012.
 - Ford Europe Social Media Campaign best case in 2012.
 - SBB - Fastest growing Serbian Facebook page (brand) in 2012.
 - Serbian Local Best Cases and Awards (Nokia, Jameson, Raiffeisen Bank)
 - New Moment Man of the Year - 2009., 2010.
 - New Moment Team of the Year - 2011.
 - Guest Columnist in Taboo Magazine in 2012. - About Internet
 - Trained for Wunderman Direct Marketing tactics and tools 2012. /2013.

2007 – 2009 Deputy General Manager, Eklektika Veb d.o.o., Belgrade

- Responsible for company results – increased revenue and profit.
- Client Service and Project Management (Nokia, EPS, GTC, MTV, Building Explorer...)
- Leading teams

2004 – 2007 Interactive Project manager, Eklektika Veb d.o.o., Belgrade

- Project Manager position for numerous web projects including Nokia Serbia local web site – leading local web team which task was to localize Nokia website and mobile phones site, to fine tune information, campaigns and to provide best user experience for consumers in local market. Activities included constant communication and interaction with various Nokia digital and marketing teams.
 - Project Manager position for Fox TV Serbia web site, GTC International, Urban Bug, Atracta, EPS...
 - Helped in many other web related projects and in company business planning, marketing, sales, finances, HR...
- 2002 – 2004 Business data base managing
- Structuring and maintaining information and data about finance, business consulting and communication related companies worldwide.
- 2001 Advertising agency "Atlantis marketing", Belgrade
- During a 6-month internship, performed a wide range of duties from Producer and Account Executive to Media Planner.
- 1998 A real estate agency, Belgrade
- 5-month experience in the Sales Assistant role brought me good understanding of the local real-estate market and the company's internal structure and functioning.
- 1997 Technical Assistant in a Belgrade TV station

Education

- 2001 – 2003 Faculty of Business Studies, Belgrade
- B.A. in Business Administration and Economic Sciences with an emphasis in Executive Management (dipl.oec.)
- 1999 – 2001 Business school "Megatrend", Belgrade
- Certificate in Strategic Management (oec.)
 - Certificate in International Marketing (oec.)
- 1995 – 1999 University of Belgrade, Faculty of philosophy, department for Ethnology and Social Anthropology
- 1991 – 1995 Belgrade's First High School
- Bacalaureate, major Science & Mathematics
- Other: Various Web development courses taken

Languages

- Fluent spoken and written: Serbian and English
- School knowledge: German

Skills

Windows, MS Office (Word, Excel, PowerPoint, Access...), Open Office, Corel Draw, PhotoShop, video editing, various web related tools, HTML, CSS, PHP, Javascript, SQL, Unity, Web Hosting Servers...

Interests

Football, Skiing, Music, Movies, Friendship...