

EXECUTIVE SUMMARY

A **performance-focused digital marketing specialist** with hands-on experience across paid advertising, SEO, analytics, conversion tracking, CRO, content, eCommerce, and website optimization. Works with international clients across the US, Canada, and Europe, combining performance marketing, search visibility, data, and digital experience to drive qualified traffic, conversions, and measurable online growth.

FUNCTIONAL EXPERTISE

- Performance Marketing & PPC
- SEO, Local SEO & AI Search
- Analytics & Conversion Tracking
- CRO & Web Optimization
- Content, Social & Email Marketing
- eCommerce & Marketing Technology

FUNCTIONAL EXPERTISE DEMONSTRATED

FREELANCE DIGITAL MARKETING SPECIALIST

November 2025 - Present

Freelance Digital Marketing Specialist

Delivers end-to-end digital marketing for local businesses and international clients, combining paid media, SEO, analytics, conversion tracking, website optimization, content, and AI-assisted workflows.

- **Performance Marketing & PPC:** Plans and optimizes Google Search, YouTube, and Meta campaigns. E.g. Auralia generated 8,800+ impressions, 375+ qualified clicks, 34 conversions, and ~4.25% CTR; Dusty YouTube delivered 3,500+ impressions, 990 engagements, a 28% interaction rate, and ~\$0.047 CPV.
- **SEO, Local SEO & AI Search:** Executes Technical SEO, Local SEO, Schema.org, Google Business Profile optimization, and GEO/AEO. E.g. Dusty reached ~1,800 Google Search impressions, a 5.9 average position, and recommendations across ChatGPT, Gemini, and Perplexity.
- **Analytics & Conversion Tracking:** Implements GA4, GTM, GSC, event tracking, conversion imports, custom audiences, and reporting. Built measurement foundations for Auralia Skin Lab and Yoga Hrvatska, including form tracking and acquisition analysis.
- **CRO & Web Optimization:** Builds and optimizes conversion-focused websites across Wix, Squarespace, WordPress, Webflow, Framer, and Shopify, including a 20-page donation site and six CLS/mobile optimization projects.
- **Content, Social & Creative:** Creates SEO/blog content, social and video assets, and ongoing Facebook page activity using Canva, Figma, CapCut, and AI-assisted workflows.

ZENOX MEDIA - GOOGLE ADS TRAINEE

July 2026 - September 2026

A performance marketing agency supporting eCommerce brands through Google Ads, Merchant Center, product-feed optimization, tracking, and reporting.

Google Ads Trainee

Supported eCommerce advertising operations across Google Ads, Merchant Center, feed-management platforms, analytics, and conversion-tracking workflows.

- **Google Ads & eCommerce Campaigns:** Worked across Search, Shopping, Performance Max, Display, and YouTube workflows, supporting campaign setup, ad groups, sitelinks, budget pacing, account checks, and optimization using agency SOPs.
- **Merchant Center & Feed Optimization:** Worked with Google Merchant Center, Simprosys, DataFeedWatch, LabelUp, CSS, feed troubleshooting and optimization, high/low performer segmentation, onboarding/offboarding, and domain-change workflows.
- **Analytics, Tracking & QA:** Supported GA4 setup quality checks and conversion-tracking workflows using GA4, TrackBee, and WeTracked, validating measurement before campaign optimization and reporting.
- **Optimization & Reporting:** Performed daily/weekly account checks, search-term and budget reviews, campaign health monitoring, scaling-rule checks, and weekly reporting.

SVEA FINANCE - DATA ANALYST INTERN

June 2025 - August 2025

A European financial services firm with ~2,000+ employees and clients across corporate and consumer markets.

Data Analyst Intern

Supported financial data reporting and analysis, ensuring data accuracy and structured insights for operational decision-making.

- **Data Analysis & Reporting:** Analyzed operational and financial datasets using Excel and SQL-based workflows, validated records, identified reporting inconsistencies, and supported recurring KPI reporting and decision support.
- **Business Intelligence:** Worked with structured dashboards and data visualization, including Tableau and spreadsheet-based reporting, to communicate trends and improve clarity around operational performance.

RELEVANT PROJECTS

AI SEO, Local SEO & Digital Growth - Dusty Dog Grooming: Built/optimized the Wix site, Technical and Local SEO, GBP, Schema.org, GEO, GA4/GSC, YouTube Ads, and social presence. Increased GBP interactions 33 to 459, generated 153 calls and 253 direction requests, reached 2,100+ profile views, and achieved ~1,800 Search impressions with a 5.9 average position. (2025-Current)

International SEO, Google Ads & Tracking - Yoga Hrvatska: Delivered Technical SEO, international keyword mapping, content clusters, Local SEO, Google Search Ads, landing-page optimization, GA4/GTM event tracking, conversion imports, custom audiences, and retargeting across EU, UK, and US markets. (Mar-Aug 2026)

Google Ads & GA4 - Auralia Skin Lab: Managed Search Ads and conversion tracking, generating 8,800+ impressions, 375+ qualified clicks, 34 tracked conversions, ~4.25% CTR, and ~CA\$53 cost per conversion; also implemented GA4 reports and Explorations. (2026)

Business Intelligence & Marketing Dashboards: Built Looker Studio sales, HR, and GA4 dashboards with KPI scorecards, dynamic filters, responsive layouts, acquisition analysis, device segmentation, and decision-focused visualization. (2026)

EDUCATION

Bachelor of Science in Information Technology. [University Singidunum](#) (Belgrade, Serbia) | 2021-2025

Selected Professional Development:

- [Google Analytics 4 - Google](#)
- [Search Engine Optimization - HubSpot Academy](#)
- [HubSpot Marketing Software - HubSpot Academy](#)
- Marketing Analytics Mastery: From Strategy to Application - Udemy
- The Ultimate Digital Marketing Course: 11 Courses in 1 - Udemy
- Complete Google Ads Course | Hands on Google Ads & PPC - Udemy
- The Ultimate SEO Training + SEO for WordPress Websites - Udemy
- Become a Marketing Automation Expert: Beginner to AI Pro - Udemy
- Fix Bland AI Content: Create Your AI Neuromarketing System - Udemy

OTHER RELEVANT INFORMATION

Languages: Serbian (native), English (C1), Russian (A2), Bahasa Melayu (A1)

Technical Skills: Google Ads (Search, Shopping, Performance Max, Display, YouTube), Meta Ads, LinkedIn Ads, TikTok, Pinterest, Reddit, Google Merchant Center, Simprosys, DataFeedWatch, LabelUp, TrackBee, WeTracked, GA4, GTM, GSC, Google Business Profile, Looker Studio, SEMrush, Ahrefs, Screaming Frog, Schema.org, WordPress, Wix, Squarespace, Webflow, Framer, Shopify, HubSpot, Mailchimp, MailerLite, GetResponse, Canva, Figma, CapCut, ChatGPT, Claude AI, Cursor, Lovable, Bolt, Kling AI, Excel, Google Sheets, SQL, Tableau.