

Petar Zivkovic

Diligent and results-oriented digital marketing manager with 10+ years of experience in content production, digital marketing, web, and social media content. Have successfully led, managed, and overseen content production while developing strategies and style guidelines and evaluating content to ensure its maximum effectiveness.

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Experience

SOCIAL MEDIA MANAGER, SKETCH, REMOTE

May 2022 - Present

- Implemented and executed Sketch's first Reel strategy on Instagram.
- Promoted new product updates on social media, creating content plans, writing post copy; Creating content plans, writing posts copy, finding ways to reach new leads via social media, by utilising new formats.
- Led creative brainstorming to develop social campaigns, while working with other marketing departments in order to meet KPI's.
- Turned insights into creative content while monitoring social media trends and actioning in order to utilise new post formats that boosted growth and engagement.

FOUNDER & EDITOR-IN-CHIEF, TEEN STAR MAGAZINE, BELGRADE SERBIA

Nov 2015 - Present

Founded and instituted the magazine brand teenstar.rs through defining its look and feel, curating original content, approving the layout, design, style, and tone, reaching over 1M people per month via social media.

- Managing a team of 5, developing innovative ideas regarding magazine and website content by collaborating with the team.
- Launched digital magazine and instituted it as the most read one in TG 18-34 by developing original content properly tailored for the targeted audience and analysing and reviewing the competition.
- Maximise readers' impressions and visits by editing features, cover stories, and daily content. The website is the most visited in its target group and in the top 100 most visited websites in Serbia.
- Cultivate steady readership and a loyal base of visitors, generating over 400k page viewers per month and growing that number on a month-on-month basis.
- Creating content plans, writing posts copy, creating assets for social media channels; finding innovative ways to reach new readership via social media by utilising new formats
- Acquired over 150k social media followers in total by directing social media plan development and implementation, creating engaging and shareable viral content, and communicating with followers regularly.
- Ensured high ranking of the magazine's website on Google Search by writing website content and applying SEO.

DIGITAL MARKETING MANAGER, HBO EUROPE, BELGRADE SERBIA

Nov 2016 - Dec 2020

Focused on ensuring steady conversion rate and continuous growth of subscribers by creating effective and captivating digital campaigns, analyzing their results, assessing against goals, and streamlining their efficiencies, while building and maintaining a strong digital media presence through content. Identified trends and optimized spend and performance accordingly.

- Part of the team who've led the local launch and localisation of HBO GO streaming service in 6 European markets. Grew the number of subscribers by 20-30% YoY by devising and instituting digital marketing strategy across all digital channels: SEM, PPC, Display, GSN, Facebook, and Instagram. Managed an annual budget of \$300k and team of 2.
- Responsible for curation of unique landing pages across HBO Europe, for 12 European markets by developing original content
- Working with the CRM team on improving the conversion rate on landing pages by testing them regularly, measuring, analysing, and upgrading their performance, and identifying the most appealing content to customers
- Working with the social media team on developing and executing content plans for campaigns on various SM channels
- Optimised running campaigns and maximised their efficiency by leveraging Google Analytics, Crazy Egg and Optimizely tools, A/B tests, and ROI analysis.
- Creating and implementing Google Search campaign, ensuring consistent organic search growth throughout the year.
- Reduced churn rate by 4% through redesigning the cancellation page.

WEB EDITOR, HBO EUROPE, BELGRADE SERBIA

Nov 2015 - Nov 2016

Creating and developing thoughtful digital communication and brand-relevant content strategies for website and social media

- Evangelised brand awareness and grew a follower base by creating successful monthly social media campaigns and defining KPIs through leveraging Google Analytics and Facebook Pixel. Managed an annual budget of \$30k.
- Expanded Facebook followers base by 30% in the 1st year by establishing thoughtful digital communication, creating brand-relevant content strategies, and implementing them across online and social media channels.

- Initiated, created, and built an Instagram account, acquiring 3k followers in the 1st year organically and setting a strong foundation for further account development and growth.

WEB EDITOR IN CHIEF/CO-OWNER, POWER MEDIA GROUP, BELGRADE SERBIA

Oct 2014 - Nov 2015

Emphasis on positioning the website tracara.com as the most visited entertainment site, acquiring up to 50k unique visitors per day in 2015 by writing creative and appealing articles, engaging visitors, managing the content, and using SEO. Coordinated a team of 4 journalists and a designer and ensured teamwork, positive and the collaborative atmosphere was established.

- Established and built the website's reputation as the top source of trusted entertainment news in Serbia. Managed a team of 4 Journalists and a Designer. Maintained the company's public image by ensuring all published news was properly sourced and fact-checked.
- Boosted social media reach from 500k to 1M people per week by producing high-quality, attractive viral content.

WEB EDITOR/JOURNALIST, EUROPA PRESS, BELGRADE SERBIA

Dec 2013 - Nov 2015

Concentrated on developing and maintaining brand website Gloria and corresponding social media channels

- Established a new and modern online identity for the weekly printed "Gloria" magazine by leading its complete digital transformation through redesigning and launching an improved and responsive website. Identified the most efficient and attention-taking social media content by posting various content and analysing its performance.
- Reached the goal of 100k unique visitors per day in 2 months and positioned the website as the number 1 source for lifestyle tips and tricks by creating fresh and amusing content.
- Wrote over 100 cover stories, more than 300 stories in total, interviewed some of the biggest stars of the moments, while covering regional and worldwide entertainment events such as award shows, movie premieres, festivals
- Identified the most efficient and attention-taking social media content by posting various content and analyzing its performance.

JOURNALIST/EDITOR, POWER MEDIA GROUP, BELGRADE SERBIA

Sep 2011 - Sep 2014

Focused on writing articles for the company's websites tracara.com and savrsena.com for the target group ages 16-40.

- Spearheaded the efforts for establishing the site as number one in its target group and niche by producing quality content and keeping the site updated with the latest technological improvements.
- Ensured all noticeable, prominent, and attention-worthy events were completely and appropriately covered by coordinating newsroom and live reporting of infotainment events in the Balkans, Europe, and the US.
- Expanded the brand's footprint through community management and through producing, editing, and analysing social media content.

Education

Bachelor's Degree in Communication, Journalism & Related Programs, Faculty of Culture and Media, Megatrend University, Belgrade, Serbia, 2013.

Languages

Serbian (native), English (IELTS 7.5), Russian (intermediate knowledge), Spanish (basic)

Technical skills

Experimentation tools Optimizely, CrazyEgg **Google** AdWords, Adsense, Analytics, Data Studio Ad Manager **Adobe CS** Photoshop (Advanced), Premiere Pro (Advanced), After Effects (Intermediate), InDesign (Intermediate); **Sketch** (Intermediate) **CMS and E-Commerce** Wordpress CMS (Advanced), Shopify (Advanced) **Social media tools** Sprout Social, Hootsuite, Later, Airtable, Notion, ClickUp **Facebook** Business Manager **E-mail marketing and CRM** Adobe Campaign, Mailchimp, Hubspot **MS** Office (Advanced)