

Petar Zivkovic

Experienced digital marketer with a strong focus on consumer engagement and a proven track record of 10+ years in producing, managing, and evaluating web and social media content. Led successful content production, developed strategies, and enforced style guidelines to optimize effectiveness

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Experience

HEAD OF DIGITAL MARKETING, PLATO MONEY, REMOTE

Feb 2023 - Present

Development and implementation of a digital strategy for a finance startup Plato, focusing on secure, efficient money transfers

- Created, developed and executed comprehensive digital content strategies to establish brand visibility, engage target audiences, and drive website traffic and conversion
- Successfully managed diverse marketing initiatives, spanning agency contracts, customer communications, influencer partnerships, ad placements, paid digital campaigns, and monitored performance metrics to improve reach, engagement, and brand perception
- Implementing effective content and digital advertising distribution strategies, leveraging various channels: email marketing, social media platforms, influencers, and content syndication networks
- Orchestrated and executed a high-impact, data-driven multi-channel marketing strategy, driving substantial ROI, pioneered best practices across data funnels, lead lifecycles, and campaign journeys, optimizing conversion rates on a daily basis and determining optimal bids, target groups, and ideal advertising moments through data analysis and A/B tests

HEAD OF DIGITAL, PARTNER, TEEN STAR MAGAZINE, REMOTE

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.

- Led and mentored a team of content creators and collaborated with freelance writers and designers to produce high-quality digital content that met strategic objectives
- 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 analyzing and reviewing the competition
- Created concepts and ideas for social media channels, while finding innovative ways to reach new readership through the utilization of new formats, with a focus on video content
- Maximized readers' impressions and visits by editing features, cover stories, and daily content. The website was the most visited in its target group and in the top 100 most visited websites in Serbia
- Cultivated 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
- Acquired over 150k social media followers in total by directing the development and implementation of the social media plan, creating engaging and shareable viral content, and communicating with followers regularly
- Ensured a high ranking of the magazine's website on Google Search by writing website content and applying SEO

SOCIAL MEDIA MANAGER, SKETCH, REMOTE

May 2022 - December 2022

- Developed and executed social media strategy, monitoring its effectiveness and making necessary adjustments. Created comprehensive content plans and crafted engaging copy for social media posts
- Utilized new formats and techniques to reach new leads and expand social media reach: successfully implemented Sketch's first Reel strategy on Instagram, driving increased engagement and brand visibility;
- Led creative brainstorming to develop social campaigns and assets aligned with KPIs
- Played a pivotal role in creating product posts, collaborating closely with product managers, content creators, and design teams

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.

- Led the local launch and localization of the streaming service HBO GO in 6 European markets. Increased subscribers by 20 - 30% year over year through a digital marketing strategy across SEM, PPC, Display, GSN, Facebook, and Instagram. Managed a \$300k budget and a team of 2
- Curated unique landing pages across HBO Europe for 12 European markets by developing original content
- Collaborated with the CRM team to enhance landing page conversion rates through regular testing, measurement, analysis, and performance optimization
- Worked with the social media team to develop and execute content plans for campaigns on various social media channels
- Optimized running campaigns and maximized their efficiency by leveraging tools, A/B tests, and ROI analysis

- Created and implemented Google Search campaigns, ensuring consistent organic search growth throughout the year
- Reduced churn rate by 4% through a redesign of 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 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 **Creative Tools** Adobe CC: Photoshop, Premiere Pro, After Effects; **Sketch**; **CMS and E-Commerce** Wordpress CMS, Shopify **Social media tools** Sprout Social, Hootsuite, Later, Airtable, Notion, ClickUp **Facebook** Business Manager **E-mail and CRM** Adobe Campaign, Mailchimp, Hubspot **MS Office**