

Petar Zivkovic

FULL-STACK DIGITAL MARKETER

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Experience

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.

- Directed strategic development of social media channels, acquiring over 150k followers and over 400k monthly page views through engaging viral content, including the series "Teen Talks" and "Teen Quiz," garnering over a million views on TikTok organically
- Led a team of social media managers and content creators, collaborated with freelance writers and designers to produce high-quality digital content, resulting in the magazine becoming the most read in the TG 18–34 demographic
- 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

DIGITAL MARKETING CONSULTANT, SELF-EMPLOYED, REMOTE

Jan 2021 – Present

Focused on developing and executing innovative social media strategies and creative digital presentations for clients across various industries

- Developed and executed tailored social media and digital marketing strategies for clients like Nestle and Unilever, achieving measurable growth in engagement and followership
- Implemented innovative formats and techniques to attract new leads and expand social media reach for startups like Sketch and Plato Money
- Worked remotely across EMEA and the US, showcasing adaptability and strong communication skills

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 results, assessing against goals, and streamlining their efficiencies, while building and maintaining a strong digital media presence through content

- 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
2016**

Nov 2015 – Nov

Creating and developing thoughtful digital communication and brand-relevant content strategies for web 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/PARTNER, 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

- 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.

Education

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

Languages

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

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**