

STRAHINJA GRKINIĆ

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Date of birth: 14.06.1985.

PROFILE

Process oriented organizing professional with managerial background in small business and digital marketing agencies. Focused on proactive planning, optimizing performance and tracking essential processes. Strong in social intelligence, judgement and appreciation of skilled performance & excellence in various domains of life.

EXPERIENCE

OPERATIONS MANAGER, PRIMA MEDIA¹, BELGRADE, SERBIA – 2018-PRESENT

Main responsibilities: Managing production of web platforms and applications. Making sure organization is running as well as it possibly can, with a smooth efficient service that meets the expectations and needs of clients.

- Liaising with designers, programmers and managers in different areas of the organization.
- Researching new technologies and alternative methods of efficiency.
- Planning and controlling change in the organization.
- Analyzing statistics and generating reports.

PARTNER & CO-FOUNDER, PINA&PASTÉL², BELGRADE, SERBIA – 2017-PRESENT

Main responsibilities: Nourishing brand's online identity. Attracting and retaining a clearly defined audience.

- Product management.
- Customer engagement strategic planning.
- Web design and development (e-commerce).
- Planning, producing and distributing consistent social media content.

MANAGER, SNAJKA BOATS³, BELGRADE, SERBIA – 2017-2018

Main responsibilities: Tracking high-level client needs and requests, controlling and optimizing service.

- Web platform and internal communication system development.
- Liaising with third party service providers and event planning.
- Multimedia content production and distribution.
- Web community management.

CLIENT SERVICE MANAGER, SIZMEK⁴, BELGRADE, SERBIA – 2012-2017

Main responsibilities: Managing processes and software systems that are used to sell, input, serve, target and report on the performance of online ads. Microsoft Network US Publishers team member (2012-2014): Working on Windows 8 in-app ad campaigns and managing MSN account. EMEA Publishers team member (2014-2017): Managing accounts for clients as Telegraph, CNN, BBC, TripAdvisor, Amazon, AOL and others.

- Processing advertiser requests and making sure they comply with publisher specs and guidelines.
- Leading kick-off and follow-up conference meetings with client agency representatives and producers.
- Liaising with developers, overseeing creative production and user experience testing.
- Self-service client onboarding. Providing them with the specific instructions and remote training sessions.

ASSISTANT ON-LINE MARKETING MANAGER, KOLEKTIVA⁵, BELGRADE, SERBIA – 2011-2012

Main responsibilities: Managing day-to-day activities delegated by the senior online marketing manager.

- Monitoring campaigns in Facebook Ad Platform and Google Adwords.
- Generating reports for affiliate marketing partners.
- Creating and updating company website content.
- Managing company social network accounts.

EDUCATION

UNIVERSITY OF BELGRADE

FACULTY OF ORGANIZATIONAL SCIENCES

Course: Information Systems & Technologies

Degree: Engineer of Organizational Sciences (2016)

OTHER

Interests: Nonfiction writing. Exploring strategies for optimizing cognitive, physical and emotional health.

Marital status: Married

REFERENCES

¹ Full service digital marketing agency | www.primamedia.rs

² High quality home decor brand | www.pinaandpastel.com

³ Luxury boat rentals & event planning | www.snajka.rs

⁴ The largest independent buy-side advertising platform | www.sizmek.com

⁵ Regional e-commerce marketplace connecting subscribers with local merchants by offering activities, travel, goods and services