

SVETOZAR (SVET) KUJIC

MARKETING, SOCIAL MEDIA,
COMMUNICATIONS AND PR

CONTACT

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SKILLS

Social media management + content creation
Brand management + marketing strategy
Digital Marketing + ad campaigns
Communication - Copywriting + PR
Influencer Marketing
BTL/ATL experience
Events coordination

EDUCATION

Masters Degree
University of Sheffield

2011 - 2012
Marketing/PR/Advertising

Honours Bachelors
Faculty for Media & Communications

2007 - 2011
Communications/Media

PROFILE

Highly motivated and results-driven marketing professional with 13+ years of experience creating and executing successful campaigns in diverse industries (hospitality, aviation, luxury, car industry, media and journalism), delivering measurable impact and exceeding business objectives.

My core values center on empathy, transparency, emotional intelligence (EQ), and the relentless pursuit of happiness in all aspects of life. I am looking for a position that will fuel my creativity, expand my knowledge and let me work on projects that are moving the needle and leaving a memorable impact!

EXPERIENCE

Project Marketing Lead at Wizz Air

Wizz Air full time - remote - (March 2023 - present)

- **Developing Recruitment Marketing Strategies, assisting in employer branding, content creation, social media management, paid advertising, recruitment event support, enhancing candidate experience and web site optimization (including developing online strategies to attract candidates)**

Publishing Manager / Marketing Lead

East Side Games full time - remote - (2020 - 2022)

- **Spearhead the establishment of company-wide social media management standards, policies, and engagement guidelines, while managing an extensive content calendar for Cheech & Chong Bud Farm (+4 more mobile games), collaborating with designers, influencers, and industry experts to create pertinent content and supporting diverse marketing initiatives, including game launches, performance marketing, email campaigns, events, and giveaways.**

Social Media Manager

Investors Club contract - remote - (7 months - 2020)

- **I was responsible for generating, editing, and sharing daily content, optimizing company pages on various platforms, overseeing advertising campaigns, engaging with influencers, and implementing a wide range of marketing initiatives, encompassing website management, performance marketing, email campaigns, and events.**
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CERTIFICATES

Display & Video 360, Google Analytics Individual Qualification, Google My Business, Mobile Experience, YouTube Music, Google Ads Video, Campaign Manager 360, Creative Certification Exam, Google Ads - Measurement, Google Ads Apps, Google Ads Creative Assessment, Google Ads Display, Google Ads Search, Google Analytics 4, Grow Offline Sales Assessment, Search Ads 360, Shopping ads

Hubspot Inbound Marketing, Content Marketing Inbound, Social Media Marketing, Digital Advertising, Digital Marketing, SEO

SEMRush certified:
SEO, Competitor Analysis, Marketing Analysis, Advanced Content Marketing, Backlink Management, Keyword Research Course, Content Marketing, GA4 for SEO, Selling on Amazon, Keyword Research Course, PPC Automation Course, Technical SEO

WORK EXPERIENCE

B2B Marketing Manager

Minor Hotels (Thailand) full time (July 2019 - December 2019)

- **Was focused on nurturing relationships with key opinion leaders, aiding the Sales Team at trade shows and events through marketing campaigns, and upholding Minor Hotels' brand standards and marketing materials to maintain consistent messaging and presence at crucial client touch points and events.**

Digital & Social Media Manager

Global Manufacturing & Industrialization

Summer/Mohammed Bin Rashid Initiative

for Global Prosperity contract (November 2018 - April 2019)

- **Successfully created and implemented social media strategies, planned content calendars, raised brand awareness, enhanced online reputation and engagement, integrated SEO for organic traffic growth, resulting in a remarkable 35%+ increase in reach, community, and brand awareness through our social media marketing efforts.**

Social Media & Digital Marketing Manager

Media One Hotel (Dubai)

full time (2014 - 2018)

Marketing & Communications Manager

TIME Hotels (Dubai)

full time (2013 - 2014)

- **I oversaw the development of online traffic, community engagement, managed the online marketing presence, brand identity, SEO ranking, crafted seasonal marketing campaigns, coordinated events, and spearheaded public relations and communication initiatives.**

Youth Ambassador

incredibleEurope (Austria)

internship (2011 - 2014)

Marketing Assistant

Swarovski (Serbia)

contract (2013)

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TO WHOM IT MAY CONCERN,

I have a diverse, international and multicultural background in Marketing, PR, social media, media relations, and HR that can be used to meet your company's immediate and long-term needs with a strong educational background in Marketing/PR/Advertising (MSc – University of Sheffield - UK).

I am a versatile and analytical thinker with strong interpersonal skills. I also have extensive experience in working successfully with different types of clients and businesses throughout diverse industries such as FMCG, tourism, automotive industry, media and entertainment.

My day-to-day output reflects a high level of motivation, efficiency, and ability to meet any objective. I have a proven ability to troubleshoot, perform under a minimum amount of supervision, and demonstrate a high degree of initiative and good judgment. I possess an ability to work on assignments and programs as required after regular hours and weekends to meet critical deadlines.

This position would provide me with an excellent boost with its practical employment that will allow me to demonstrate my strengths. I am accustomed to a fast-paced environment where deadlines are a priority and handling multiple jobs simultaneously is a requirement. I enjoy challenges and work hard to attain my goals.

I believe that you will find, and previous employers will verify, that I exhibit intelligence, common sense, initiative, maturity, and stability, and that I am eager to make a positive contribution to your organization. Adept at applying myself to a wide variety of responsibilities, I know I would be an ideal candidate for your consideration. I am a talented, detail-oriented professional. I take pride in my work and I am seeking a challenging position which utilizes my skills. I would welcome the opportunity for a personal interview to further discuss my qualifications.

SINCERELY,
SVETOZAR (SVET) KUJIC
