

# Petar Zivkovic

Digital Manager and Content Creator

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## Personal profile

Experienced journalist and digital marketer with background in social media, digital advertising and writing. Passionate about new media and everything digital. Fits perfectly in team of any size, but can be one-man show as well.

## Experience

### **HBO EUROPE; BELGRADE, SERBIA**

#### **DIGITAL MARKETING MANAGER – JANUARY 2017 - PRESENT**

Managing digital teams for Serbia, Montenegro and Bosnia & Herzegovina; Creating and managing ad campaigns (Display, GDN, PPC, Facebook, Instagram); Optimization of the running campaigns with A/B tests, ROI analysis; Development and implementing of creative advertising solutions, especially during HBO GO OTT service launch; Optimization of landing pages and churn reduction; Building online brand awareness via influencers partnerships

#### **WEB EDITOR – NOVEMBER 2015 - DECEMBER 2017**

Creating and developing thoughtful digital communication and brand-relevant content strategies, implementing them across online and social media channels; Produce, edit, analyze and distribute web content; Create, advertise, launch and analyze successful social media campaigns while using Google Analytics and Facebook pixel to define KPIs

### **FOUNDER, EDITOR-IN-CHIEF, TEEN STAR MAGAZINE; BELGRADE, – NOV 2015 - PRESENT**

Founding and establishing the brand by curating original content, making to the number 1 position in its niche; Content managing and SEO; Coordinating ideas with the team; Edit feature, cover stories, and daily content; Overseeing social media plan execution, while garnering over 150k followers in total

### **POWER MEDIA GROUP; BELGRADE, SERBIA**

#### **WEB EDITOR AND CONTENT CREATOR; CO-OWNER – OCT 2014 - DEC 2015**

Finding creative ways to engage users of websites; Responsible for the public image of the company. Maintaining social media reach of 1 million people per week by producing quality viral content; Content managing and SEO;

#### **JOURNALIST – SEPT 2011 - SEPT 2014; EDITOR-IN-CHIEF – SEPT 2014 - DEC 2015**

Responsible for the content on company's websites [tracara.com](http://tracara.com) and [savrsena.com](http://savrsena.com), (TG 16 - 40); Coordinating newsroom, live reporting of infotainment events in Balkans, US and Europe; Making sure that journalists are working as a team, for the same goal; Producing, editing, analyzing and distributing social media content and community management

### **WEB EDITOR, EUROPA PRESS BELGRADE; BELGRADE, SERBIA – DEC 2013 - NOV 2015**

Rebranding website of lifestyle magazine *Gloria*; Creating new ways to attract new visitors; Completing goal of 10,000 unique visitors per day in two months; Social media content curation and analysis

### **STORY EDITOR & HEAD OF ONLINE TEAM; EMOTION PRODUCTION, BELGRADE, SERBIA - JUL 2011 - JUN 2013**

Editing source footage of "Big Brother" TV show seasons 2 - 4, creating story; Writing voice-overs, action pickups; Community management of social media channels during "Celebrity Big Brother" season 5; Providing content; Organizing team; Communicating with journalists and organizing live coverage of eviction nights

### **JOURNALIST, COLOR PRESS GROUP; BELGRADE, SERBIA – JUL 2011 - AUG 2012**

Writing infotainment articles;

### **TV HOST/PRODUCER, TOP MUSIC CHANNEL; BELGRADE, SERBIA – 2009 - 2011**

Hosting and producing weekly show "Radar"; 45 pre-taped and 5 live episodes; Writing voice-offs

## Education

**2010 - 2013:** Graduate School of Culture and Media, Megatrend University, Belgrade, Serbia — Bachelor's degree in Communication, Journalism, and Related Programs

**2003 - 2007:** Prokupačka gimnazija, Prokuplje, Serbia — High school degree

## Languages

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

## Skills

**Google** AdWords, AdSense, Analytics, Data Studio, Ad Manager; **Microsoft** Office (Advanced); **Facebook** Business Manager; **Adobe Creative Suite** Photoshop (Advanced), Premiere Pro (Advanced), After Effects (Intermediate), Adobe InDesign (Intermediate) Dreamweaver (Basic); **Wordpress CMS** (Advanced); **Testing tools** Optimizely **Social media tools** Hootsuite, Later, Falcon **E-mail marketing and CRM** Adobe Campaign, Mailchimp, iKode

## Interests

Popular culture and entertainment (Music, books, movies, television) industry; Politics; Social justice; IT industry; Web design; Social Media; New Media and trends