

Milos Petrovic

MarTech Consultant



5 years of experience in Digital Marketing and Corporate Communication as marketing consultant specializing in digital content management, marketing strategy, and project coordination. With a strong background in content quality assurance and production, he had have successfully led cross-functional teams to execute marketing campaigns and drive digital transformations for global brands.

Working with multiple projects across different platforms, keeping everything running smoothly while staying on top of deadlines. He is proficient in various CMS and CRM platforms.

He is unique blend of creativity, technical expertise, and excellent communication skills positions me as a go to resource for innovative marketing solutions that drive growth and enhance customer engagement

KEY PROJECTS

- **Beiersdorf Germany (NIVEA, Eucerin, Hansaplast)** – content management, creating and testing Emails, designing customer journeys, implementing automations, reporting (Salesforce Marketing Cloud, Salesforce Service Cloud, Sitecore)
- **Beam Suntory** – Components implementation, new websites launch, onboarding videos (OTR, Larios, House of Suntory) (Drupal)
- **BioNTech** – content management, creating and testing Emails(Adobe Experience Manager, SFMC)
- **Shott** – content management, content creation, content migration (Drupal), quality assurance
- **Siemens Energy** – Components implementation, New website launch (Adobe Experience Manager)
- **SAMSUNG** – content management, QA, Web Coordinator. Onboarding, supervision AEM
- **MasterCard** – content management, creating email templates

EXPERTISE

- **Website & Content Management:** Proficient in managing digital content across multiple platforms, including Adobe Experience Manager, Sitecore, and Drupal to optimize digital presence and create user-centric websites with a great quality. Guiding clients on managing their website content effectively. (migrated over 500 pages in 10 days. AEM) - (CMS trainings for clients and colleagues)
- **Email Marketing & Automation:** Developing engaging email campaigns and customer journeys using Salesforce Marketing Cloud Expertise in Salesforce Marketing Cloud (SFMC). Designing customer journeys, managing email campaigns, and implementing automation solutions for enhanced engagement.
- **Project Management:** Skilled in Agile methodologies, sprint planning, and cross-functional collaboration, ensuring smooth execution of marketing and digital initiatives.
- **Web Coordinator** (JIRA ticket management, progress monitoring across all site briefs and updates. Leading 11 people for NALA)
- **Client Service:** Maintaining clear communication with clients on a daily basis, planning project timelines, and organizing product launches. Coordinating development teams for feature roll-outs, facilitating communication with stakeholders, and prioritizing tasks based on requests and production load.



BELGRADE – SERBIA



CERTIFICATIONS

Generative AI for Digital Marketers Salesforce
Introduction to Prompt Engineering for Generative AI
Prompt Engineering: How to Talk to the AIs
HubSpot Digital Marketing
HubSpot CMS for Marketers
Speexx English CEFR Level B2.1

SKILLS

Tools: Sitecore, AEM, Drupal, Wordpress, Salesforce MarketingCloud, Salesforce Service Cloud, Jira, Asana, Figma, MS Office, ContentSnare

Soft skills: methodology communication, planning, organizing, client service, teamwork, leadership, multitasking, innovative thinking, negotiation

Other: SEO, Html | Css, Layout Design, Manual testing, Asset evaluation, Campaign creation, Creation of channel, content and media plans, Creation of marketing strategies and concepts, Leadership, mentoring and team Empowerment, Trend watching

LANGUAGES

English – Fluent

Serbian – Native

Russian – Beginner

Contact:

email: milos.adr@gmail.com
phone: +381615344961