

Milos Petrovic

SENIOR MARTECH CONSULTANT

CONTACT

📍 Serbia | Belgrade

✉ milos.adr@gmail.com

☎ +381665168145

🌐 @milospetrovic

🌐 [Portfolio](#)

PROJECTS

MY WORK

- [Beam Suntory](#)
- [Beiersdorf](#)
- [BioNTech](#)
- [Schott](#)
- [SAMSUNG](#)
- [Siemens Energy](#)

EXPERTISE

Coordination, execution, maintenance and further development of content and campaigns along the whole customer journey.

- Content Management
- Campaign creation
- Email Marketing
- Creation of channel, content and media plans
- Creation of marketing strategies and concepts
- Leadership, mentoring and team Empowerment
- Trend watching

About

With over 5 years of experience in Digital Marketing and Corporate Communication, I specialize in digital content management and marketing strategy. My strong background in content quality assurance allows me to lead cross functional teams and effectively execute marketing campaigns that drive digital transformation for global brands.

With a background in marketing technology, campaign management, and deep insights into behavioral science, I thrive at the intersection of creativity and technology.

Passionate about MarTech, CRM, and data driven marketing, I help brands optimize customer journeys, personalize engagement, and automate workflows for maximum impact.

Work Experience

Merkle DACH

May 2022 – May 2025

Over 3,400 employees, in 14 countries

Senior MarTech Consultant

Working with multiple projects across different platforms, keeping everything running smoothly while staying on top of deadlines.

OVERVIEW & ACHIEVEMENTS

Website & Content Management: Managed digital content across multiple **CMS** and **CRM** platforms., including **Adobe Experience Manager, Sitecore, Drupal** and **HubSpot** to optimize digital presence and developing user centric websites with a high quality results for globally recognized brands.

- Guiding clients on managing their website content effectively.
- CMS trainings for clients and colleagues
- Communication as marketing consultant specializing in digital content management, marketing strategy, and project coordination.
- Strong background in content quality assurance and production,
- Successfully led cross functional teams to execute marketing campaigns and drive digital transformations for global brands.
- Acted as a buddy to a new team member, facilitating smooth onboarding and integration.
- Assisted other new joiners during probation period
- Identifying issues before they became problems
- Contributed immediately upon joining the *Beam Suntory* project with notable problem solving and knowledge sharing.
- ECU milestones consistently on track

SKILLS & TOOLS

CMS

- AEM
- DRUPAL
- SITECORE
- WORDPRESS

CRM

- HUBSPOT
- SALESFORCES MARKETING CLOUD

OTHER

- SEO
- JIRA
- FIGMA
- ASANA
- LOYJOY
- HTML | CSS
- CONTENTSNARE
- LAYOUT DESIGN
- CONTENT SNARE
- MANUAL TESTING
- ASSET EVALUATION

Character References: Ability to Multitask, Fast Learner, Hard Working, Able to work in team and individual, Handy, Organized and devoted, easily adapt to a new environment, Working under pressure.

- METHODOLOGY COMMUNICATION
- INNOVATIVE THINKING
- CLIENT SERVICE
- MULTITASKING
- NEGOTIATION
- ORGANIZING
- TEAMWORK
- LEADERSHIP
- PLANNING

CERTIFICATION

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

ADDITIONAL OVERVIEW

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.

Coordination, execution, follow-up, maintenance and further development in the daily and campaign business as well as along the holistic customer journey of:

- Channel, content and media plans
- Content, including websites, newsletters and mailings, social media, display content and other media assets components not mentioned here
- Templates, guidelines and standards
- Targeting, retargeting and media spending's Reporting
- Trend watches as a basic for the adaptation of current online marketing conditions
- Predefined marketing strategies and concepts
- Community building and management
- License management
- Quality responsibility
- Interface and stakeholders management

Centrade Cheil Adriatic Feb 2022 – May 2022

Web Coordinator (SAMSUNG)

Coordinator of **11** employees for **North** and **Latino America**.

Collaborated with members from the Production team, third party vendors, and client contacts in order to come up with feasible solutions that fully represent client requirements and the scope of the project

- Direct communication with clients, PMs and QA testers.
- JIRA ticket management, progress monitoring and setting priorities across all site briefs and updates.
- Keep management team updated with the progress and completion of workloads.
- Mentored and trained new hires / team members on new processes and enhancements
- Provided feedback to promote quality improvement.
- Prepared and distributed quality reports.
- Collaborating with other coordinator and their members
- Interviewing, testing, training new candidates

Education History

INFORMATION SYSTEMS Feb 2018 –Jun 2019

COLLEGE OF ELECTRICAL ENGINEERING
AND
COMPUTING

FOOD TECHNICIAN Sep 2014 –Jun 2018

CHEMICAL FOOD TECHNOLOGY
SCHOOL

LANGUAGES

ENGLISH – FLUENT

SERBIAN – NATIVE

RUSSIAN – BEGINNER

EXCEPTIONAL SUPPORT & INTEGRATION

WEBSITE & CONTENT MANAGEMENT

ADITIONAL INFORMATION

*Hobbies: Participating in half marathon
and amateur running races in Belgrade.
Licensed Skydiver & Certified Archer
Love traveling, hiking and diving.*

- 9 MEDALS
- 27 JUMPS FROM 3000M
- 3 FIELD AND 3D TOURNAMENTS

Date of birth: 13.07.1999

Centrade Cheil Adriatic

Jun 2021 – Feb 2022

Quality Assurance Analyst (SAMSUNG)

Performing all testing activities for projects and production requests for web and eCommerce.

OVERVIEW

Evaluating work of content editors and developers based on strict guidelines from Samsung, verifying assets provided by the client for various markets of the world. Providing feedback for an international team and reporting to managers.

ACHIVEMENTS

- Created training materials and operating manuals
- Built positive relationships by coaching, mentoring, providing feedbacks and training new and existing team members while keeping management informed.
- Generated new strategies and plans for improving quality of the processes.
- Achieved 98% cleared rate on daily basis, for 3000 reviewed Web pages, using different extensions which did improve management and tempo of production time.
- KPI 4.87 of 5.00

Centrade Cheil Adriatic

Jan 2020 – Jun 2021

Junior Web Publisher (SAMSUNG)

Creating, updating and day-to-day management of web content across various web properties in line with brand guidelines through everyday tasks.

Webpages creation and modification for Samsung worldwide including 72 countries, based on provided assets and guidelines in Adobe Experience Manager.

ACHIEVEMENTS

- Attended and participated in design, defect, and deployment meeting to ensure application functions and guidelines are observed.
- Analyzed and researched performance trends to identify training opportunities and process improvements.
- Successfully migrated over 500 pages to new AEM version in 10 days.
- Successfully trained new NALA team, leading 12 trainings of 20.
- KPI 3.72 of 5.00

Atos

Aug 2019 – Sep 2019

Computer Hardware Engineer (SIMENS)

- Reassemble & assemble hardware. Booting systems, activating Windows, and Implementing needed applications.
- Operating executive wiring up server room.