



Curriculum Vitae
& Resume

March 2019

Jelena Rakovic Grujicic

Digital marketing & social media

Hi! I am Jelena, born in Sremska Mitrovica - Serbia in 1993. As a Waterloo, ON newcomer, I am seeking to gain more knowledge and experience while further pursuing a career in Digital Marketing and Social Media.

Contact

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Work
experience

01 / 2018 - 10 / 2018
**Digital marketing
& Social media**
Themes Kingdom

Novi Sad - Serbia
www.themeskingdom.com

10 / 2017 - 01 / 2018
Internship
Themes Kingdom

Novi Sad - Serbia
www.themeskingdom.com

Education

11 / 2017 - 02 / 2019
IT Management
IT Academy

Belgrade - Serbia
www.it-akademija.com

10 / 2012 - 09 / 2017
**Bachelor with
Honours in Economics**
Study program: Marketing

Faculty of Economics,
University of Novi Sad

Novi Sad - Serbia
www.ef.uns.ac.rs

Coursework from
multiple business
schools

10 / 2017 - 12 / 2017
**Digital Marketing
Masterclass**
Udemy

10 / 2014 - 11 / 2014
**Managing Fashion and
Luxury Companies**
Università Bocconi

10 / 2013 - 12 / 2013
**An Introduction to
Marketing**
Wharton - University of Pennsylvania

07 / 2010 - 07 / 2010
**Flensburg Media
Workshop**
Young Researchers of Serbia, Flensburg - Germany

Skills & Tools

Languages

Serbian
Mother tongue

English
Cambridge Advanced English Certificate - C1

German
A2

Tools

Microsoft Office Suite
Sketch

**Basic knowledge
in photography**

Resume - selected projects

vitrog / distribucija / themes kingdom

Vitorog

Furniture company – Withstanding Ikea’s market entry

In order to withstand Ikea entering Serbian market in 2017, Vitorog, Serbian furniture company, needed to implement some changes in the way they conduct their business. But, why stop there? Why not change for the better and prosper? Spoiler alert – that’s exactly what has happened.

The first step in achieving that goal was to make a transition from print to social media, which resulted in reducing monthly marketing costs almost 9 times, along with the audience reach growing the same amount!

Social media management across channels like Facebook and Instagram was the biggest part I played in this project. That included everything from creating content in cooperation with a graphic designer and photographer, to planning and implementing promotional campaigns, while upholding budgets and timeframes related to these marketing activities.



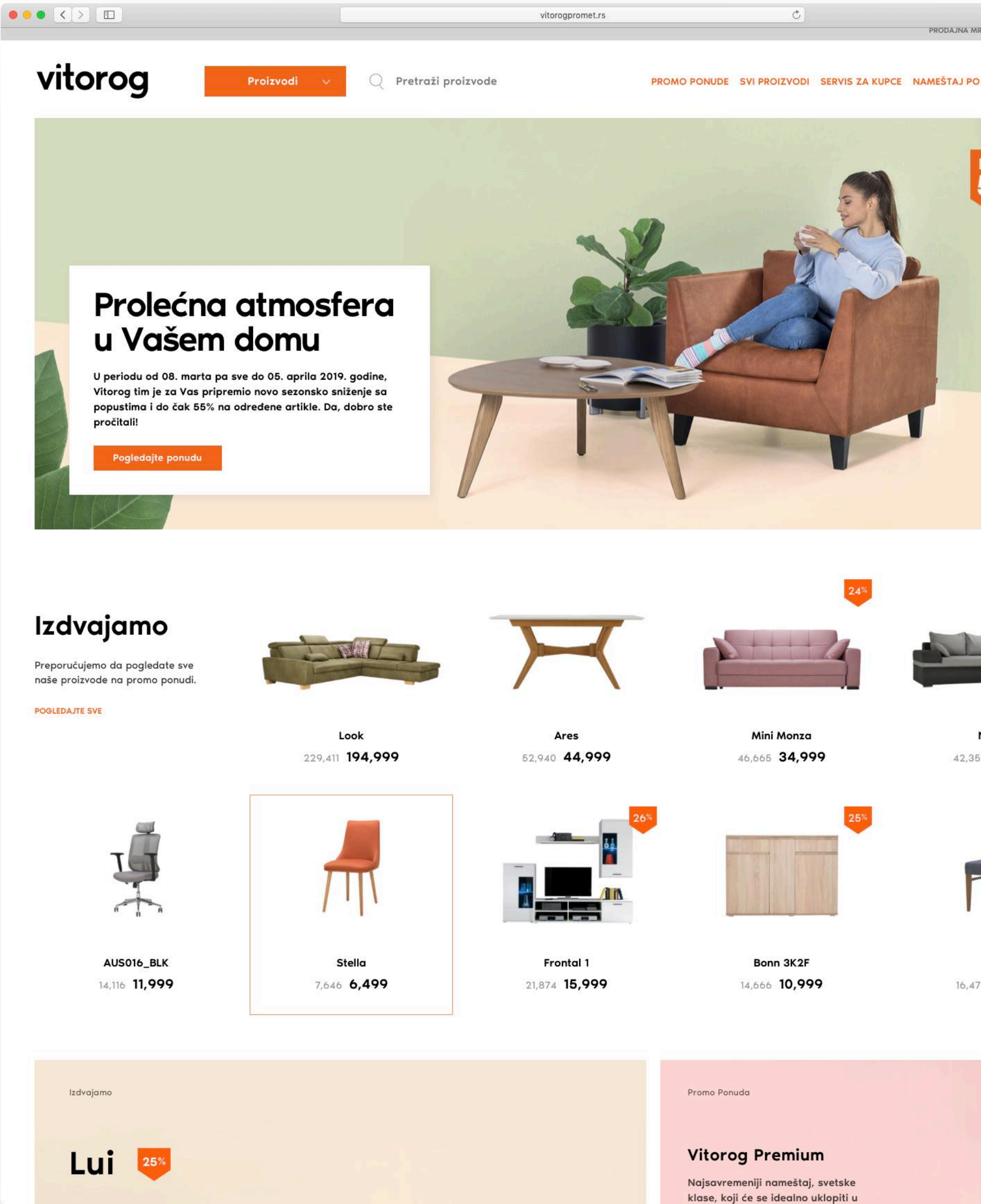
While the majority of advertising efforts migrated to the web, print has still maintained its stance as a powerful component of Vitorog’s ad campaigns. It took a form of catalog that has been printed less frequently and in much smaller batches than previously. Reason for that was an aim to focus distribution of monthly catalogs mainly to places less responsive to Vitorog’s online campaigns, such as smaller towns and villages populated mostly with elderly.

Catalogs were redesigned and enriched with articles I was entrusted to write. Content of those articles was based on the interior and furnishing trends, tips and how-to guides.

Along with catalogs, print advertisement also included billboards that were carefully planned and designed, in order to compliment an ongoing campaign.

Radio was another powerful advertising medium used to reach the “offline audience”. This way of advertisement was largely successful in promoting the new Vitorog furniture store.

All throughout this project, the rebranding of Vitorog was in the making. It started back in December, 2017, with a detailed market research and ended with a significant redesign of logo, graphics and other elements of Vitorog’s brand identity. This brought us to the final step – turning this brick-and-mortar company into a brick-and-click one, while incorporating all brand elements that were previously redesigned into its sparkling new e-commerce web-site.



Distribucija

Luxury furniture seller – Finding the A-list customers in a transition economy

Targeting high-end contemporary furniture customers that are living in a transition economy and focusing marketing efforts on them was a real challenge. That being said, building a brand and its online presence almost from the scratch were some of the main goals of this project.

Managing Distribucija’s social media accounts – creating content and running advertising campaigns, was very dynamic due to the nature of furniture Distribucija offers: high quality, carefully selected pieces exhibited in a multidisciplinary space. That kind of space left us with an amazing opportunity to organize different events, primarily turning Distribucija into an art gallery that indirectly promotes furniture being sold.

Other than it simultaneously being a gallery, Distribucija as a multidisciplinary space also included a “Distribucija Bistro” – bistro with separate social media accounts and promotional activities to Distribucija as a furniture store. All of these accounts and activities were differentiated, but also connected enough to mutually grow and reach more potential customers.

This project also included collaborations with lifestyle magazines, promoting furniture, bistro and events that were coming up. Each of the collaborations, events, posts, ads and even ways we communicated with the audience had to be “on-brand”, supporting the top-notch image Distribucija maintains.



Themes Kingdom

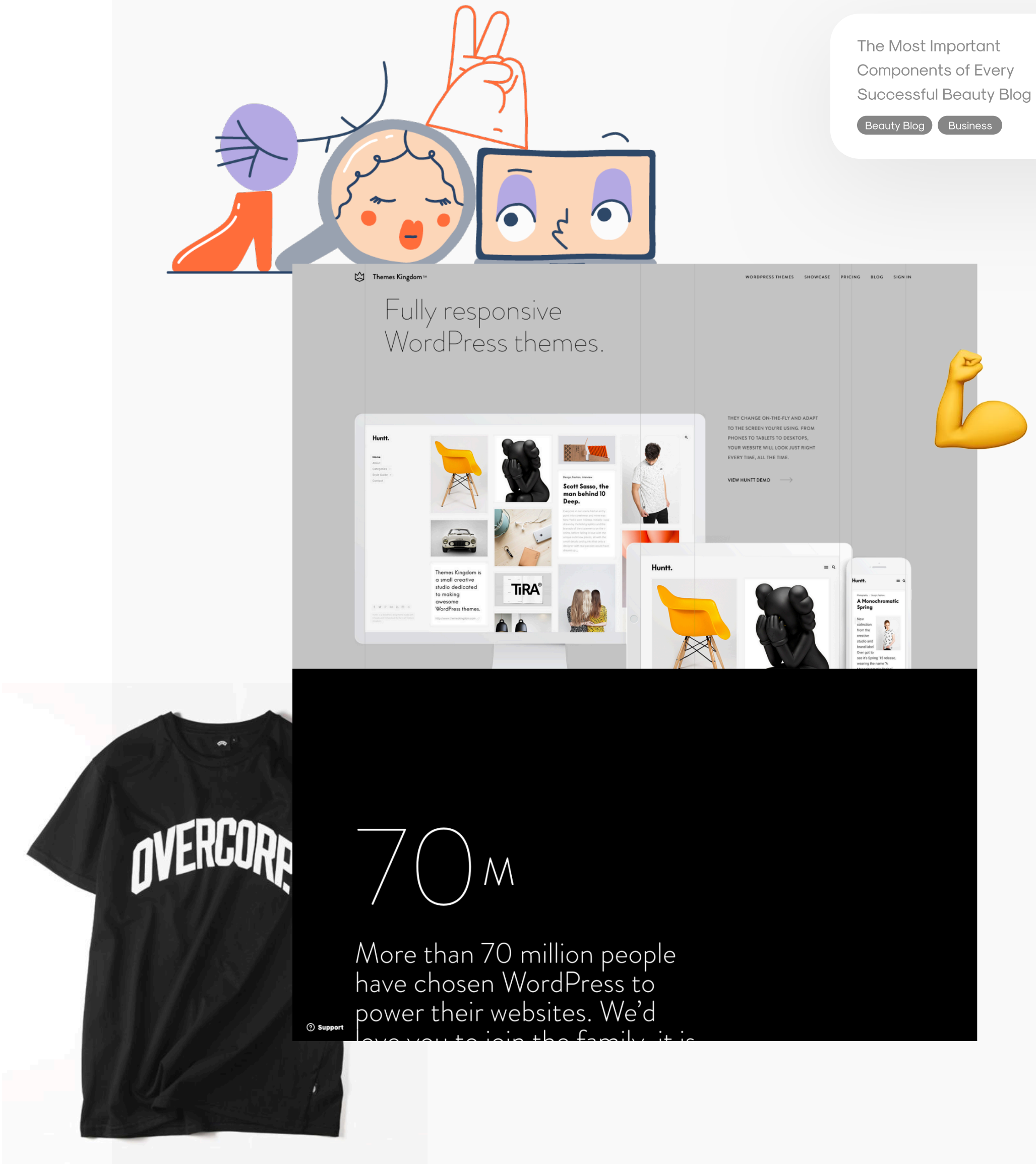
Premium WordPress themes - 115.421 happy customers and counting

At Themes Kingdom, I was able to experience the most amazing internship. This grew into a fantastic job and provided me with key building blocks in growing my career.

WordPress themes, being very specific, digital products, demanded a different type of approach. For me it meant running a blog on Themes Kingdom's e-commerce web-site and creating blog posts that were filled with SEO-friendly content, but at the same time, suitable for Facebook and Twitter sharing. Blog post topics were various, such as business, blogging, e-commerce, marketing, new themes and services, yet related to the WP themes the Themes Kingdom offers.

Beside simply sharing content on Facebook and Twitter, in order to advertise new and existing WordPress themes and spread brand awareness, managing social media also included carrying out corresponding promotional campaigns. All of the exciting new deals and themes were additionally promoted through the newsletter.

Furthermore, thanks to the fact that my colleagues at Themes Kingdom have been in charge of the Over Clothing – a street wear clothing brand, I also had a chance to get familiar with the interesting, yet intricate, process of designing, making and selling these authentic garments. One of the biggest hurdles Over faced was being able to handle both Serbian and international customers. Using various extensions, the team worked around a number of challenges and now run one of the most successful online fashion stores in Serbia.



Education & Skills

After studying Marketing at university, attending IT Academy enhanced my knowledge about the digital aspect of this discipline. Attending this academy, while simultaneously doing an internship and working, was a perfect opportunity to combine theory with an on-the-job experience.

PR and Business Communication, Marketing in IT, Sales and CRM and Business Organization were some of the primary subjects IT Academy's curriculum focused on.

I earned Bachelor's degree with Honours in Economics, majoring in Marketing, at the Faculty of Economics – University of Novi Sad. It is a four-year bachelor's degree program, teaching both Economics as a science and Marketing subjects, such as Market Research, Product Development and Distribution, as well as Psychology of Sales and Promotional Activities.

While studying at this university, I gained wider knowledge with the help of two different courses at two different universities: "An Introduction to Marketing" at Wharton/Penn, and "Management of Fashion and Luxury Companies" at Bocconi. "An Introduction to Marketing" is part of the Wharton foundation series in the MOOC format and its three core topics focus on customer loyalty: branding, customer centricity and practical, go-to-market strategies. "Managing Fashion and Luxury Companies" is, on the other hand, a course with a case-study approach that provides an overview of the global fashion and luxury business and an in-depth understanding of what drives the market, business models, and brand management strategies.

Recommendation letter

19.03.2019.

It's my absolute pleasure to recommend Jelena Raković Grujičić.

We have thoroughly enjoyed our time working with Jelena, and came to know her as a truly valuable asset to absolutely any team. She is honest, dependable, and incredibly hard-working. Jelena showed excellent communication skills.

She is a true team player, and always manages to foster positive discussions and bring the best out of other team members.

Without a doubt, I confidently recommend Jelena to join your team. As a dedicated and knowledgeable employee and an all-around great person, I know that she will be a beneficial addition to your team.

Please feel free to contact me at sinisa@themeskingdom.com should you like to discuss Jelena's qualifications and experience further. I'd be happy to expand on my recommendation.

Kind Regards,
Sinisa Komlenic

Themes Kingdom, Founder

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Thank you for taking the
time to review my
application

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