

Zivkovic Sanja



Marketing Manager | B2B Growth | SEO & Content Strategy

CONTACT

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SKILLS

- B2B Growth Marketing
- Marketing Strategy
- Content Strategy & SEO
- Paid Campaigns
- Analytics & Reporting
- Cross-functional Collaboration

TOOLS

- SEMrush
- Google Analytics
- Linkedin Analytics
- Jira / Trello
- Canva
- Zoho
- ChatGPT, Copilot, Claude, Perplexity

EDUCATION

University of Occupational
Safety, Nis, Serbia

Safety engineer

Economic School, Pirot,
Serbia

Economic technician

PROFILE

Digital Marketing Manager & Content Strategist with 7+ years of experience in B2B growth, SEO, and content strategy. Skilled in building scalable marketing systems, leading multi-channel campaigns, and shaping brand positioning. Strong background in workflow management, analytics, and cross-functional collaboration, with proven ability to align content and marketing initiatives to business goals.

EXPERIENCE

Content Writer

Wemedoo AG, October 2024 to April 2026

- Owned full LinkedIn content strategy (planning, creation, publishing, optimization)
- Managed day-to-day LinkedIn operations, including engagement and performance tracking
- Planned and executed paid campaigns (LinkedIn & Google Ads)
- Grew social media audience by **~120%** and doubled engagement rate (**~7% → ~15%**) through a structured content strategy
- Increasing content output by **5x+**
- Plan and manage content calendars, to ensure efficient and timely execution
- Execute multi-channel marketing initiatives (digital, content, webinars, case studies, events, video scripts)
- Analyze campaign performance using marketing analytics tools and deliver actionable reports
- Collaborate with cross-functional and international stakeholders
- Adapt messaging to different markets and target audiences
- Contributed to proposal and submission materials supporting the company's recognition with a 2025 industry innovation award

○ Digital Marketing Manager

[Blue Ocean Lab](#) January 2022 to March 2024

- Developed and executed digital marketing strategies that increased online sales, brand visibility, and customer acquisition
- Led and coordinated a digital marketing team, ensuring alignment with business objectives and campaign goals
- Oversaw social media strategy and content execution, driving improved engagement and audience growth
- Implemented SEO best practices, improving organic reach and search visibility
- Analyzed campaign performance to support data-driven optimization

○ Digital Marketing Specialist

[BAD SYSTEMS](#) September 2020 - January 2022

- Executed digital marketing campaigns to increase brand awareness and online presence
- Conducted keyword research and topic analysis to support SEO strategy
- Managed social media channels and content creation tailored to target audiences
- Analyzed campaign performance using tools such as Google Analytics, optimizing campaigns based on data insights

○ Customer Success Manager

[BAD SYSTEMS](#) March 2019 – September 2020

- Developed and executed customer success strategies to drive retention, satisfaction, and long-term client value
- Led end-to-end onboarding processes, ensuring seamless adoption of products and services
- Served as the primary point of contact between customers and teams

○ Brand Consultant (Short-term project)

[Ant Weld Cleaner](#)

- Maintained company profiles and daily posting
- Wrote website texts and blog articles
- Created scripts and assisted in video production

○ Freelancing

2018 - Present

- Providing brand consulting services
- Offering digital marketing consulting