# Neta Milenkovic

## Business Developer

## Contact

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LinkedIn
Personal Website

## Summary

Passionate and dynamic business developer with a diverse background in web development and a strong drive to thrive in the fast-paced and innovative startup ecosystem. Experienced in optimizing operations and generating revenue.
A resourceful and determined professional who excels at bridging gaps, cultivating relationships, and delivering innovative solutions to drive startup success.

## Skills

- JavaScript
- CSS3
- HTML5
- SEO Optimization
- Market research
- Project management
- Strategic Alliances
- Revenue Generation
- Team Management

## Languages

- English
- Serbian
- Hebrew

## Work Experience

**Business Development Associate**
Cafe Zvulun, Tel Aviv
March 2023 - Present

- Conducted profitability assessments and optimized costs by replacing under-performing products with better-selling alternatives. Implemented attractive deals to clear out slow-selling products, resulting in significant overall sales improvements.
- Identified local customer preferences, collaborated with suppliers to negotiate favorable contracts, and optimized product selection to maximize customer traffic.
- Analyze low-traffic periods and implement strategic changes to optimize business concepts, offers, and deals. Resulting in up to 40% increase in customer traffic and revenue during previously slow hours and days.

**Business Development Coordinator**
PlantX, Tel Aviv
May 2022 - January 2023

- Utilized market research to identify areas for improvement and implement targeted strategies, positioning the business as the preferred choice over competitors. Resulted in enhanced customer retention, resonated with the target audience, and drove business growth.
- Led the implementation of innovative revenue streams, operational enhancements, and impactful merchandising techniques, resulting in a substantial 25% revenue growth.
- Forged strategic alliances with local artists and musicians, hosting special events that attracted a substantial increase in customer traffic, revenue, and popularity.

**Frontend and Web Content Development (Shopify)**
*PlantX, Tel Aviv*
February 2022 - January 2023

- Enhanced content, visual design, and functionality of the Shopify website through customized and modified frontend development, resulting in an improved user experience and increased online conversions.
- Aligned web development initiatives with business goals, ensuring seamless coordination between retail operations and the online presence of PlantX.

**Team/Shift Manager**
Gemma Restaurant, Tel Aviv
Janunary 2020 - December 2021

- Oversaw and optimized daily operations to ensure efficiency and productivity.
- Trained and fostered a collaborative and high-performing team culture to achieve targets.
- Identified opportunities for upselling and cross-selling to maximize revenue.

## Education and Certifications

**The Open University of Israel, Computer Science**
2020-2021

- Completed 1 year of coursework before deciding to pursue alternative opportunities

**Certifications:**

- JavaScript Algorithms and Data Structures - FreeCodeCamp
- Web Developer Bootcamp - Udemy
- JavaScript Course - Codecademy