

# Nikola Lazovic

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## EDUCATION

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<b>University of Toronto</b> <i>Certificate in Full-Stack Development</i>	<b>Toronto, Ontario</b> 2020-07
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<b>Ryerson University, Ted Rogers School of Business Management</b> <i>Bachelor of Commerce</i>	<b>Toronto, Ontario</b> 2018-06
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*Majoring in Marketing Management, Minor in Global Management*

**Relevant Coursework:** Advanced Market Planning (Capstone) (A-), Management of International Enterprise (B+), Ethics and Regulation of International Business (A-). Including several statistics, accounting, finance and economics courses.

## WORK EXPERIENCE

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<b>Scotiabank, Global Banking and Markets, Corporate Access</b> Equity Assistant	<b>Toronto, Ontario</b> 2018-11 – 2019-07
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<b>Entaros Corporation (part time)</b>	<b>Oakville, Ontario</b> 2014-06 – 2018-10
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Project: Digital Signage (2015-2018)  
*Business Development Assistant*

Project: Digital Signatures (2015-2017)  
*Business Development Assistant*

Project: Groove App Development (2014-2015)  
*Project Lead*

## PROJECT EXPERIENCE

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<b>Scotiabank, Global Banking and Markets, Corporate Access</b>	<b>Toronto, Ontario</b>
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I worked on the Trading floor closely with the specialty sales and trading team. In many cases I mediated, moderated, and connected the Institutional clients with our traders and did so using CRM platforms.

Project: Assisted in the organizing of various major conferences such as the Annual Scotiabank CAPP Energy Symposium, the Scotiabank Annual Mining Conference, and the Scotiabank TMT Conference. Using CRM platforms such as Dealogic and Salesforce, I assisted in the logistical framework behind coordinating such grandiose conferences with hundreds of institutional and corporate clients in attendance.

Project: Non-Deal Roadshow Marketing, using CRM Salesforce. Assisted in coordinating corporate clients and institutional investors for one on one marketing.

Project: I Identified opportunities where we could improve our relevance in certain sectors and markets. Which led to the creation and maintenance of an S&P500 Investor Relations contact List, for the purpose of Scotiabank GBM and the specialty sales team reaching new prospects and gaining new clients to market and trade. This included other indices such as the FTSE100.

Project: Helped to create the Scotiabank 2018/2019 Global Banking & Markets Marketing pitch presentation.

**Ryerson University, Ted Rogers School of Business Management****Toronto, Ontario**

Project: Advanced Market Planning (MKT802): Created a comprehensive marketing plan for Closing the Gap Healthcare, a top Canadian healthcare provider. The project was my first taste of what truly goes into developing marketing plans and the breadth of research required to create an effective approach for a client. Every facet of marketing was covered from the beginning stages of research, to the finalization and implementation. Familiarizing myself with the process of identifying consumers for Closing The Gap's product, and specifically how to market to them was eye opening. We took a 360 marketing approach, tackling every channel from digital, to experiential. We developed a very thorough approach, and submitted a very in depth plan. The company was thrilled with our group's plan and we were rewarded with an A grade.

**Entaros Corporation (part time)****Oakville, Ontario**

Project: Digital Signage (2015-2018)

*Business Development Assistant*

- Conducted market research for relevant competitors along with value added buyers in potential markets. I conducted Customer Relationship Management tasks by using the Salesforce software platform to keep up with opportunities and follow-up with leads.
- Established a network with the local Scandinavian market in Sweden, by attending a trade show and speaking one on one with representatives from Webhallen (Electronics/Internet company). This paired with planning a market entry strategy was my primary function.
- Sourcing suppliers for the necessary technology was a secondary role that I performed.

Project: Digital Signatures (2015-2017)

*Business Development Assistant*

- Conducted research on companies interested in switching over to digital signature from more traditional forms of authentication. Our technology increases speed and security while minimizing the fraud rate and cost of processing forms. Conducting CRM, I used Salesforce to stay on top of potential partners and to keep track of current accounts.
- I conducted beta testing on signature analysis (Caliber, Proportion, Spacing, Alignment to baseline, Speed, Pressure, Entry/Exit Strokes analysis.). Using Adobe XD user interface Design software, I reconfigured the design of certain facets of Entaros's app interface.
- I worked with the director of Entaros on the RFP and the RFQ for Telenor Group (One of the largest wireless providers in Europe, based in Norway).

Project: Groove App Development (2014-2015)

- I had the idea to create a mobile application that allows users to see in real time, what venues have lively atmospheres at any given moment. This was to be done by pooling keywords being posted by people at these venues, off of social media sites, and using them to assess the atmosphere of each venue. Monetization was to be generated by venues paying a monthly subscription fee to be featured on the application. Entaros's director was thrilled with the idea and as a result, granted me full autonomy to spearhead the operation and allowed me take it from the conceptual stage, through to the developmental stage, in the capacity of the project lead. It was a great learning experience.

**SKILLS, ACTIVITIES & INTERESTS**

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**Languages:** Fluent in English, Serbian**Technical Skills:** HTML, CSS, NodeJS, JavaScript, AWServices, Web Design (UX/UI), Salesforce Software for CRM, Dealogic, Microsoft Office (Excel, Word, PowerPoint, Outlook), Knowledge of Google Analytics, LinkedIn Company Page, Facebook for Business

**Volunteer Work:**

**28 Jun**

**Vancouver, British Columbia**

ECOSOC (Economic & Social Council) UN Member & Humanitarian Non-Profit Organization

- East Coat Coordinator

2013-01 – Present

**Interests:** Health, Nutrition and Fitness