

## About

Experienced Web Content Manager with a demonstrated history of working in the blogging and mobile games industry. Skilled in Search Engine Optimization (SEO), App Store Optimization (ASO), and Web Content Writing. Strong information technology professional with a Master of Arts (MA) focused on English Language and Literature.

## Achievements

### 2015 - Cegar Virtual Classroom



Project done in association with Ana Zivkovic, for the European Youth Award <http://cegarvirtualclassroom.weebly.com/>

### 1997 - 2015 Scholarship holder



Scholarship awarded by the Ministry of Defense of the Republic of Serbia

## Contact

🏠 Nis, Serbia  
☎ +381665010604  
✉ [mirjanaddobric@gmail.com](mailto:mirjanaddobric@gmail.com)  
in <https://www.linkedin.com/in/mirjana-dobric/>  
🌐 <https://mirjanadobric.contently.com/>

# MIRJANA DOBRIC

SEO SPECIALIST AND WEB CONTENT MANAGER

## Experience

### SEO Campaign Manager

**Partywave | April 2022 - Present**

As an SEO Campaign Manager, my responsibilities involve researching and strategizing content to ensure our clients' websites rank as high as possible. I also lead a team of expert writers who help us realize our content plans. Our clients come from different spheres: health (Dakota Brace), fitness and wellness (Pilates Plus LA and Lagree Fit 415), as well as international trading (American Trading International).

### SEO Consultant

**Mirjana Dobric PR Veb Portali Nis | November 2020 - Present**

After working in SEO for four years, I decided to start my own SEO agency in 2020. It's a small agency dedicated to helping brands and people tell their stories and promote their websites through engaging content I create for them. The services my agency offers include:

- Website audits
- On-page SEO
- Content strategizing
- Keyword research and content writing
- Social media (planning, creating, and publishing content)

### SEO Content Manager

**Alts Digital | April 2022 - March 2023**

As an SEO Content Manager, I was responsible for writing and editing sports betting and casino content. I was also responsible for developing new content ideas, based on market analysis and Google Search Console and Google Analytics data. Additionally, I participated in link-building and outreach campaigns, as well as stayed on top of the latest market trends and SEO practices to ensure the success of the site.

### SEO Site Manager

**NicheStack | January 2021 - April 2022**

As an SEO Site Manager, I lead a small team of SEO writers and editors experienced in fields such as health, supplements, wellness, and lifestyle. Together, we created engaging and helpful content that helped our readers decide on the best products for their health and well-being, as well as gave advice, covered readers' burning questions, and provided them with useful guides.

Tools like Google Analytics, Google Console, and Ahrefs were a part of my daily routine for analyzing our sites and creating multiple successful content strategies.

### SEO Content Writer

**Lean Rank/ Niche Stack | August 2019 - January 2021**

During my position as a Web Content Writer for Niche Stack, I developed the skills of creative content writing and research and discovered a new appreciation for writing.

During this role, I have acquired extensive experience writing well-researched and fact-supported articles related to healthcare and supplement industries, the CBD industry, pets, and the environment, finances, relationships, and many others. The unique combination of creative abilities, technical expertise, writing, and editing helped me advance to the SEO Site Manager position.

### SEO Content Writer

**Leadspring | November 2020 - June 2021**

My responsibilities included writing engaging articles based on extensive research to help the readers decide on which health and sports supplements to buy or what exercise to choose for their needs.

### Creative Writer and translator

**Webelinx | December 2016 - January 2020**

As an ASO specialist at Webelinx, my responsibilities included adjusting various SEO techniques for ASO and implementing them into creative content writing. Moreover, I was also developing and implementing strategies for increasing the number of users for our apps and games. My responsibilities also included maintaining the social media profiles to achieve brand position.

## Education

### Master of Arts, English Language and Literature

**Faculty of Law and Business dr Lazar Vrkatic, Nis, Serbia | 2014**

Description of the education/course.

### Bachelor of Arts with Honours in Philology, English Language and Literature

**Faculty of Philosophy, Nis, Serbia | 2009 - 2014**

Description of the education/course.

Skills

SEO skills

Google Analytics	●●●●●
Google Search Console	●●●●●
ahrefs	●●●●●
SEMRush	●●●●●
SEO Site Audits	●●●●●
Google Analytics	●●●●●
GSuite	●●●●●
Keyword Research	●●●●●
On-Page Optimization	●●●●●
Off-Page Optimization	●●●●●
Market Analysis	●●●●●
Competitor Analysis	●●●●●
Data Analysis	●●●●●

Other skills

Leadership	●●●●●
Team Management	●●●●●
Team Organization	●●●●●

Writing skills

SEO Copywriting	●●●●●
Web Content Writing	●●●●●
Research	●●●●●
Article Writing	●●●●●
Editing	●●●●●
SEO Content Writing	●●●●●
Project Management	●●●●●
Content Strategizing	●●●●●