

# Sanja Gnjatović

## Marketer & Creative

### Experience

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#### **DDG Fashion social media, marketing manager**

Social media management, creating social media campaigns and ads, content creation, email marketing, Viber marketing, creating banners for the website, planning and managing photoshoots for the website, in charge of the visual identity of the website, and closely working with the stores for different campaigns, creating promotional posters for the stores

#### **Wym application powered by Brainster**

Created and managed the digital campaign for the white noise app. Writing the copy, and managing the FB ads.

#### **Involved in creating a campaign for the Faculty of Stomatology in Skopje**

#### **Fly Emirates premium class cabin crew**

### Education

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#### **Digital Marketing Academy Brainster**

Brainster Academy  
Skopje  
March 2021 - July 2021

Won a group hackathon. Building a portfolio with real projects.

#### **The Open University of Subotica**

Creating video and audio content  
Develop podcast plan from target persona to planning subject for the podcast.

#### **Faculty of Political Science Belgrade**

2002-2007 International Relations

I'm an extroverted person who likes to connect with people.

I love creating effective marketing campaigns for products, companies.

I'm a team player who is able to manage tasks on my own.  
Eye for detail, smiling on time  
problem solver

### Contact

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sanja.gnjatovic26@gmail.com  
(+381)604324252  
Ivo Lola Ribar 8  
Subotica

### Skills & expertise

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- Copywriter, content creator
- Facebook/Instagram ads
- Google Analytics
- Social media management
- Direct response marketing
- Creating and sending Newsletters
- Working with influencers, influencer marketing
- Canva & Photoshop
- Mailchimp

### Languages

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Macedonian, Serbian (native)

English- high proficiency  
German,  
Bulgarian