

BORIS ČOLOVIĆ Gogoljeva
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EDUCATION

The University of Novi Sad, Faculty of Economics, Novi Sad, Serbia
Bachelor Degree in Economics, October 2017

Honors: Merit Scholarship (two-year, full-tuition scholarship);

Certificates: ECDL Start Certificate, Google Ads Search Certificate,
Udemy The Web Developer Bootcamp 2023 Certificate, Udemy React -
The Complete Guide Certificate.

SKILLS

HTML, CSS, JavaScript, React, Next.js, Redux, Hooks, React Router, Firebase,
Sass, Git/GitHub, Tailwind, Bootstrap, Typescript, Figma, Microsoft Visual Studio
Code, Chrome Inspector, Technical On-page SEO, Off-page SEO, Schema
Markup, Divi Theme, Google Docs/Sheets, Microsoft Office.

EXPERIENCE

Astria Learning, Novi Sad (remote)

Technical SEO Manager, May 2020 - February 2021

Planning, developing, and implementing Technical SEO strategy, making sure everything is perfect from a technical side on websites. Using different tools including Surfer SEO and Screaming Frog.

Being always up to date with the latest SEO and digital marketing trends and best practices. Doing on-page technical audits every month, following CTRs, and changing title tags accordingly.

Titanium Success, Novi Sad (part-time)

SEO Manager, October 2019 - December 2020

Planning, developing and implementing SEO strategy, regularly performing thorough keyword research, preparing and presenting monthly reports, collaborating with web developers and content team.

Being always up to date with the latest SEO and digital marketing trends and best practices. Doing monthly on-page technical audits, following CTRs and changing title tags accordingly.

Independent Website Project, Novi Sad

Founder and Administrator, September 2016 – October 2021

Marketing research and analyses, WordPress (editing, publishing, plugins usage, Divi theme), doing competition research and studies, keyword research, Technical On-page SEO, Off-page SEO, and Outreach.

Mercator S., Novi Sad

System Administrator, June 2018 – October 2022

Working with windows servers, their installation, and configuration, remotely accessing computers, and standardization of all retail "Idea" supermarkets.

LANGUAGES

English – Advanced