



JELENA JOVANOVIC

FASHION AND LUXURY MARKETING STUDENT

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PROFILE

Recently graduated with a bachelor's degree in digital marketing and advertising communications, with a professional background in marketing and advertising in the fashion industry. Proficient in visual design, copywriting and digital advertising, Adaptable and collaborative, with experience working in different teams. Seeking a stimulating opportunity to work in digital marketing and gain valuable experience in fashion and luxury.

SKILLS

TASK MANAGEMENT



PROBLEM SOLVING



CREATIVITY



FLEXIBILITY



EDUCATION

MA FASHION PROMOTION COMMUNICATION AND DIGITAL MEDIA

OCT 2023 - DEC 2024

ISTITUTO MARANGONI LONDON

BA DIGITAL MARKETING AND ADVERTISING COMMUNICATIONS

SEP 2020 - AUG 2023

UNIVERSITY OF GREENWICH

ADVERTISING SIMULATION CERTIFICATE

NOV 2022

STUKENT MIMIC ADVERTISING

SUPERIOR SELLING SKILLS CERTIFICATE

AUG 2020

ALTERNA INTERNATIONAL ACADEMY

- Completed Brian Tracy's retail training program based on a strategic approach to real situations
- Completed additional customer analysis training

WORK EXPERIENCE

RESEARCH CONSULTANT

OCT 2022 - JUL 2023

THE MUSEUM OF YOUTH CULTURE

- Worked closely with the brand on an assigned research project as a consultant for digital marketing and social media.
- Conducted research on new potential ways for the museum to collaborate with other brands on social media

FOOD AND BEVERAGE ASSOCIATE

OCT 2022 - MAY 2023

LONDON MARRIOTT CANARY WHARF HOTEL

- Provided 5 star customer service
- Set up and delivered special amenities to guest's rooms
- Served guests in the restaurant
- Coordinated with a large team of kitchen and waiting staff

HOSTESS AND WAITRESS

JUL 2022 - SEP 2022

K-POP RESTAURANT

- Greeted and seated guests
- Managed reservations and wait times
- Took orders and served food and drinks
- Handled customer complaints

FASHION MODEL

APR 2019 - NOV 2021

FOX MODEL 011

- Worked with a variety of brands and creative teams for different projects and campaigns

DIGITAL MARKETING INTERN

MAR 2020 - OCT 2020

LUNA FASHION HOUSE

- Worked with a team of marketing professionals
- Main responsibilities included copywriting and creating digital marketing content
- Assisted on film sets

OFFICE ASSISTANT

MAY 2018 - JUL 2018

VIGOR LTD.

- Handled tasks such as reorganising, cataloging and archiving the company's document files