

# Milan Marković

## CURRICULUM VITAE

### Contact Information

Email: milan.markovic@me.com  
Phone: +381 (0)61 142 6508  
Address: Knjaževačka 147/2/5, 18000 Niš, Serbia



### Employment History

- 2020-2021 Marketing Analyst and Copywriter, Future Forward Brand Newmedia, Brielle, The Netherlands
- Generating and optimizing content for multiple websites
  - Monitoring and evaluating search results and search performance
  - Measuring performance of Google Ads campaigns
  - Maintaining and updating company social media channels
- 2018-2020 Teaching and Research Assistant, English Department, University of Zürich, Switzerland
- Taught the B.A. course "Introduction to English Linguistics"
- 2016-2018 Research Assistant, English Department, University of Zürich, Switzerland
- Designing, annotating, and coordinating the compilation of Corpus of Tristan da Cunha English and Corpus of Saint Helenian English
  - Obtaining data from these corpora for research in the fields of Dialectology and Historical Linguistics
- 2012-2013 Technical Marketing Analyst, ApexSQL Software, Raleigh, NC, USA
- Providing SEO recommendations in accordance with elements and structure of web pages
  - Conducting keyword research to optimize existing website content
  - Monitoring and evaluating search results and search performance
  - Measuring performance of Google and Bing Ads campaigns

### Education

- 2017 University of Zürich, Switzerland, Master of Arts in English Linguistics (Major) and English Literature (Minor)
- 2012 University of Niš, Serbia, Graduated Philologist of English Language and Literature

# Skills

## Computer Skills

<b>Technical Writing:</b>	DITA, Adobe FrameMaker, RoboHelp, Oxygen XML, MadCap Flare
<b>Content Management Systems:</b>	WordPress, Silverstripe
<b>Search Engine Optimization:</b>	Google Analytics, Google Search Console, Google Tag Manager, Ahrefs, SEMRush, SEO Spider
<b>Video Editors:</b>	Adobe Photoshop, TechSmith Camtasia, Snagit
<b>Audio Editors:</b>	Adobe Audition, Steinberg Cubase, WaveLab, Magix Sound Forge, PreSonus Studio One, Ableton Live
<b>Computer-Assisted Translation:</b>	Trados Studio, memoQ, SmartCAT
<b>Office Suites:</b>	Microsoft Office, Apple iWork, Google Drive, Libre/OpenOffice
<b>Online Collaboration:</b>	GitHub, Slack, ActiveCollab, Microsoft Teams, Skype
<b>Operating Systems:</b>	Microsoft Windows, Apple macOS, Linux

## Language Skills

Fluent in English (both written and spoken)  
Basic knowledge of German and French

## Personal Skills

<b>Social Skills:</b>	Good communication, teamwork, and problem-solving skills. Ability to establish and maintain effective partnerships and working relations in a multicultural, multi-ethnic environment, with sensitivity and respect for diversity.
<b>Presentation Skills:</b>	Ability to write in a clear and concise manner and effectively present in front of an audience.
<b>Organizational Skills:</b>	Capacity to identify and resolve a wide range of problems and help the team successfully overcome complex work assignments.

## Interests and Hobbies



Traveling



Exploring other cultures



Cycling



Music production



Gaming



Movie aficionado