

Milan Marković

CURRICULUM VITAE

Contact Information

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Employment History

- 2020-2021 Content Writer and Digital Marketing Analyst, Future Forward Brand
Newmedia, Brielle, The Netherlands
- Creating and optimizing website content
 - On-page SEO optimization
 - Conducting keyword research and competitor backlink analyses
 - Managing the company social media channels
 - Monitoring and reporting SEO performance
- 2018-2020 Teaching and Research Assistant, English Department, University of Zürich,
Switzerland
- Teaching the B.A. course "Introduction to English Linguistics"
 - Grading student presentations, term papers and assigning final grades
- 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
- On-page SEO optimization
 - Monitoring and reporting SEO performance
 - Measuring performance of Google and Microsoft Ads campaigns
 - Optimization and maintenance of the company blog
 - Competitor backlink analysis

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

Content Management Systems:	WordPress, Silverstripe
SEO Tools:	Google Analytics, Search Console, Tag Manager, Ahrefs, SEMRush, Screaming Frog SEO Spider, Hotjar, PageSpeed Insights, Looker Studio
Markup Languages:	HTML, XML, Markdown
Office Suites:	Microsoft Office, Google Drive, Libre/OpenOffice
Computer-Assisted Translation:	Trados Studio, memoQ, SmartCAT
Video Editors:	Adobe Photoshop, Affinity Photo, Pixelmator, GIMP
Audio Editors:	Adobe Audition, Steinberg Cubase, Studio One, WaveLab, Sound Forge
Online Collaboration:	GitHub, Slack, ActiveCollab, Trello, Microsoft Teams
Operating Systems:	Microsoft Windows, Apple macOS, Linux

Language Skills

- Serbian: Native speaker
- English: Fluent
- French: Intermediate
- German: Basic

Personal Skills

Social Skills:	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.
Presentation Skills:	Ability to write in a clear and concise manner and effectively present in front of an audience.
Organizational Skills:	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