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 Belgrade, Serbia



Unlock AI-powered website



✦✦ AI-powered Summary

I am a Data Scientist specializing in AI and machine learning, currently working at Yettel. My expertise includes data-driven personalization, ML model development, and LLM applications for marketing automation. Skilled in Python, PySpark, and SQL, I have a strong background in big data, distributed computing, and software/web development. My academic background includes a PhD in AI and LLM applications and a Master's in Marketing Analytics. I have experience in teaching, research, and building RAG systems for knowledge retrieval, AI-driven press clipping, and target customer segmentation, along with multiple certifications in ML, data science, and Python.



Professional Experience

2024 - Present
Full-time

Data Scientist

 Yettel Serbia

Optimized personalization and CRM strategies using Python and PySpark, developing and deploying ML models for targeted marketing and developing LLM-based applications.

2023 - 2024
Internship


Business Services Specialist

 Yettel Serbia

Developed B2B solutions for IoT, Cloud, and Cyber Security, driving new opportunities. Researched AI for process improvements.

2021 - 2023
Internship

Junior Teaching Associate | Web Administrator

 Singidunum University

Taught and updated programming courses to align with industry standards while enhancing student engagement through hands-on learning and exams.

2022
Internship

Salesforce Developer


 Intermimo

Developed a custom Salesforce timesheet app using APEX and standard functionalities.
* This internship is carried out as part of the mandatory internship in ungraduated studies.

Education


- 2024 – Present

PhD in Intelligent Software Engineering

 Singidunum University


Researching AI and LLM applications for automation, ML optimization, and intelligent systems in software, business integration.
- 2023 – 2024

Master of Science, Marketing Analytics, MSc

 Singidunum University


Researching data-driven marketing, AI applications, and BI, with a focus on Generative AI for customer engagement and campaign optimization in a master's thesis.
- 2021 – 2023

International Student Program, Erasmus+

 Baden-Wuerttemberg Cooperative State University (DHBW)

Selected for Erasmus+ exchange, gaining expertise in international business, market analysis, and strategic planning while collaborating on tech-business integration.
- 2022

Bachelor of Science, Information Technologies, BSc

 Singidunum University

Graduated with honors, specializing in computer science and marketing analytics, with hands-on project experience. Held leadership roles as Student Vice-Dean and Parliament President.

Selected Projects


- 2025

Chatbuddy Assistant

 Associated with Yettel, Serbia

Built a RAG pipeline for an internal knowledge platform, using vector search and reranking to provide accurate LLM-generated responses.
- 2024

AI PressClipping Tool

 Associated with Yettel, Serbia


Developed an ML and LLM-powered system for real-time web scraping, classification, and summarization, enabling efficient competitor and industry tracking.
- 2024

Yettel Friday (Legacy Project)

 Associated with Yettel, Serbia

Managed target customer lists, data transformations, and broadcast preparation for Yettel Friday, ensuring precise and timely offer delivery.
- 2024

Postpaid SS & LS Redesign


 Associated with Yettel, Serbia

Developed and implemented new mobile tariff packages, target campaigns, and business rules for the consumer sector.

Skills

Professional	<p>Proficient in Python and SQL for data analysis and predictive modeling. Skilled in PySpark for handling large datasets, developing customer targeting models, and conducting machine learning analyses to optimize marketing and CRM efforts.</p> <p>Researched and implemented AI-driven ML strategies, integrating generative AI to streamline internal processes and enhance customer engagement.</p>
Computer Science	<p>Expertise in full-stack development using Python, Java, JavaScript (Node.js) and SQL for backend development, along with HTML, CSS, and JavaScript for frontend applications. Proficient in CMS tools like WordPress and Magento.</p> <p>Strong skills in relational and NoSQL databases, optimizing query performance and ensuring data integrity in large-scale applications.</p>
Personality	<p>Strong ability to identify challenges, analyze complex data, and develop innovative solutions, particularly in AI, data science, and business analytics.</p> <p>Quickly adapts to emerging technologies and evolving industry trends. Passionate about learning new methodologies, particularly in AI, cloud computing, and generative technologies.</p>
Languages	<p>Serbian – native English – B2 Full professional proficiency French – A1 Limited working proficiency</p>

Publications

2025	<p>Enhancing Retrieval-Augmented Generation with Graph-Based Retrieval and Generative Modeling</p> <p> Singidunum University International Scientific Conference</p> <p>This paper presents a scalable RAG system combining dense retrieval (ChromaDB), keyword clustering (YAKE, KMedoids), graph-based methods (PageRank), and cross-encoder re-ranking to deliver precise, context-aware responses using Hugging Face models and Google API.</p>
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