PREDRAG MARKOVIĆ

GROWTH MARKETING ENGINEER | SEO, PAID MEDIA & AUTOMATION

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(Open to relocation – EU Blue Card eligible)

PROFILE

Growth-focused marketing engineer with 10+ years of experience combining SEO, paid acquisition, and technical implementation to drive scalable revenue. Specialized in building full-funnel systems (traffic → conversion → retention), with proven results including 300% organic traffic growth and 3x+ ROAS across B2B and SaaS projects. Strong technical background (WordPress, tracking, automation, CRO) enabling hands-on execution beyond strategy. Experienced in working with international clients and remote teams.

KEY SKILLS

Growth & Performance
- SEO (Technical, On-page, Content strategy)
- Paid Media (Google Ads, Meta, LinkedIn)
- Conversion Rate Optimization (CRO)
- Funnel Strategy & Lead Generation

Technical & Analytics
- GA4, Google Tag Manager, Search Console
- Tracking & Attribution (events, UTMs, funnels)
- A/B Testing & Experimentation

Automation & Tools
- ActiveCampaign, Mailchimp, MailerLite, SendFox, Zapier, Make.com,
- SEMrush, Ahrefs, Screaming Frog, Ubersuggest

Web & Development
- WordPress, WooCommerce, LearnDash
- HTML, CSS, JavaScript, PHP
- Elementor, Bootstrap

KEY PROJECTS

B2B Lead Generation Funnel (SEO + Paid + Email)
- Built end-to-end funnel generating consistent inbound leads
- Combined SEO content, paid traffic, and automated email flows
- Improved conversion rates through landing page optimization and CRO

SEO Content Hub (Top 3 Rankings for 50+ Keywords)
- Designed and executed content strategy
- Achieved 300% increase in organic traffic within months
- Focused on technical SEO, internal linking, and keyword clustering

Performance Marketing System (Multi-channel Paid Ads)
- Managed Google, Meta, and LinkedIn campaigns
- Achieved average 3.2x ROAS through continuous optimization
- Improved targeting, creatives, and funnel efficiency

PROFESSIONAL EXPERIENCE

Digital Marketing & SEO Specialist, Domino Communication — **Oct 2024 to May 2025**
- Increased website traffic by 40% through SEO strategy and on-page optimization
- Managed multi-channel paid campaigns (Google, Meta, LinkedIn) achieving 3.2x ROAS
- Built landing pages and conversion funnels using WordPress and automation tools

Digital Marketing Specialist, Reliable Chauffeur Inc (USA) — **Aug 2023 to Apr 2024**
- Built a complete digital presence from scratch (branding, site, content)
- Achieved 300% organic traffic growth in 4 months via local SEO
- Developed and optimized Google Ads strategy to target the BS/CH area

Email Marketing Specialist, One80 – Equity Partners Insurance

- Managed email automation via ActiveCampaign for 5+ niche campaigns
- Designed responsive email templates increasing CTR by 28%
- Led A/B tests for copy and CTA improvements across lifecycle flows

Co-founder, Digital Strategist, Retro Digital Agency **Nov 2019 to Nov 2021**

- Led over 20+ client projects across SEO, design, PPC, and UX
- Designed full-funnel strategies tailored to startups and local brands
- Delivered brand identity, websites, and marketing for 10+ small businesses

Owner, Growth Marketing Consultant, PM Solutions 021 **Jan 2018 to Present**

- Ongoing digital consulting for B2B & B2C clients in Serbia and abroad
- Custom web development & digital strategy execution
- Built SEO content hubs that rank top 3 for 50+ keywords

Digital Marketing Consultant, UJAT (USA) **Jul 2017 to Mar 2020**

- Ongoing digital consulting healthcare clients in USA
- Custom web development & digital strategy execution
- SEO strategy utilizing UJAT SEO Product

Front-End Developer, QACube AG **Nov 2015 to Mar 2017**

- Custom web development for the QACube app
- SEO/Marketing strategy and activities for the company

Front-End Developer, Sixsentix AG **Jan 2014 to Oct 2015**

- Custom web development for the company and clients
- SEO/Marketing strategy and activities for the company

EDUCATION

High Technical School of Professional Studies, Novi Sad **2008 to 2011**
BSc – Information Technology

GPA: 8.7 / 10

Mihajlo Pupin, Novi Sad **1996 to 2000**
High School Diploma – TV Electronics

LINKS

LinkedIn, Blog, Store, Instagram, TikTok

LANGUAGES

Serbian (native), English (fluent), German (basic)