

CURRICULUM VITAE

PREDRAG MARKOVIĆ



PERSONAL INFORMATION

Name	Predrag Marković
Address	21000, Novi Sad, Serbia
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E-mail	info@predragmarkovic.com
Citizenship	Serbian
Date of birth	05.07.1981.
LinkedIn	https://rs.linkedin.com/in/pedjamarkovic
Twitter	https://twitter.com/pedjamarkovic
Blog	https://pedja.online
Portfolio	http://predragmarkovic.com
Skype	predrag.markovic.pedja

WORK EXPERIENCE

November 2019 – November 2021	<i>Retro Digital Agency</i>
Function	Co-founder, IT guru
Description	Digital agency with focus on PR, SEO, WEB dev, Marketing and Design.
Tasks	<ul style="list-style-type: none"> • PR • Digital Marketing • SEO • Growth hacking • Web development • Graphic design • Product design • UX/UI design • Business development
Results	Personal and clients projects. Creating all kinds of strategies for different purposes and clients needs.

January 2018 – Present	<i>PM Solutions 021</i>
Function	Owner, IT Engineer
Description	SEO Specialist, digital marketer and growth hacker, IT Engineer. Creating digital marketing strategies that leads to conversions. Client education and support. IT Consulting.
Tasks	<ul style="list-style-type: none"> • Digital Marketing strategy • SEO strategy • Growth hacking • Web development • Graphic design • Product design • UX/UI design • Creativity through brainstorming • Business development

Results	Personal and clients projects. Creating all kinds of strategies for different purposes and clients needs.
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July 2017 – March 2020	<i>UJAT Digital Marketing – www.ujat.io</i>
Function	SEO Analyst – Digital Marketing consultant
Description	SEO Analysis and improvements, digital marketing activities, growth hacking
Tasks	<ul style="list-style-type: none"> • Marketing/SEO activities • Growth hacking
Results	Projects - related to company and its clients

November 2015 – March 2017	<i>QACube AG – www.qacube.com</i>
Function	Front-End Developer – SEO – Marketing
Description	Coding web and app solutions, working on SEO implementation
Technology	HTML5, JS, jQuery, Handlebars, Inuit, CSS3, SASS, Compass, Bootstrap, Spring
Tasks	<ul style="list-style-type: none"> • Coding from design and preparing for marketing/SEO activities • Working on Front End tasks for QACube app (new features and bug fixing)
Results	Web projects - related to company and its clients

August 2014 - January 2015	<i>TARDIS-BOX.COM</i>
Function	Front-End Developer – WEB Designer – Marketing – freelancer
Description	Designing and coding web solutions
Technology	HTML5, CSS3, Bootstrap, JS, jQuery
Tasks	<ul style="list-style-type: none"> • Designing web solutions for promotion • Coding from design and preparing for marketing activities
Results	Web projects - related to startup company.

January 2014 – Oktober 2015	<i>SIXSENTIX AG – www.sixsentix.com</i>
Function	Front-End Developer
Description	Designing and coding web solutions
Technology	HTML5, CSS3, Bootstrap, Inuit, Compass, SASS, jQuery, JS, Handlebars, PHP, Spring
Tasks	<ul style="list-style-type: none"> • Designing web solutions • Coding from design and working through JAVA web projects • Working on promotion and implementation of marketing activities – SEO, research
Results	Several web projects - related to company and its clients.

June 2013 – January 2014	<i>Merchant World Service Inc.</i>
Function	Front-End Developer – WEB Designer - SEO
Description	Designing and coding web solutions
Technology	HTML5, CSS3 Bootstrap, jQuery, Play Framework, Symfony
Tasks	<ul style="list-style-type: none"> • Designing web solutions / mobile apps • Coding from design and working through Symfony framework • SEO
Results	Several web projects – lawyersadvisory.com, maars.net etc, mobile android apps – MAARS Palm Reader, Peeping Tom, MAARS Live TV and Radio Ghana etc.

January 2013 – April 2013	<i>Internet Group - WEB & Marketing company</i>
Function	SEO analyst – part-time job
Description	Optimizing websites - 2 projects (currently)
Technology	SEO, YouTube, Pinterest, Facebook, Twitter
Tasks	<ul style="list-style-type: none"> • Analysis and optimization of sites • Optimize YouTube channel • Promotion through social media
Results	Optimization of www.beocontrol.com (YouTube channel and social networks) as well as www.selidbe-kocic.co.rs (+ social networking + site). Optimization is done for particular keywords.
December 2007 – present	<i>Freelance – www.predragmarkovic.com</i>
Function	IT Engineer/Front-End Developer/SEO analyst
Description	System and network administration, technical support, WEB support, video surveillance, Front-End developing, SEO, Marketing
Technology	HTML5, CSS3 (HTML&CSS) Bootstrap, jQuery, JS
Tasks	<ul style="list-style-type: none"> • Maintenance of computer equipment; • Maintenance of computer networks; • Install and configure IP video surveillance; • Training users in certain user programs; • WEB support; • Social Media Marketing • Online advertising • SEO • Front-End development
Results	Various companies in Novi Sad, travel agencies in Novi Sad

April 2012 – September 2012	<i>CandymanLab Bečej – Computer Programming</i>
Function	WEB Designer
Description	WEB solutions – Front-End development
Technology	HTML, CSS (HTML5 & CSS) Bootstrap, jQuery

Tasks	<ul style="list-style-type: none"> • Coding HTML pages from the graphic solutions such as Photoshop / Illustrator (PSD / AI); • Execution of operational tasks for client remote control (VNC) + SVN
Results	Made ticket system, with admin and client part, using technology HTML, CSS, JS, jQuery and PHP, where the services are done in ASP NET and connected via XML. The project was done with another PHP developer.

December 2009 – May 2010	<i>PC021 Novi Sad - Sales and service of computers and computer equipment</i>
Function	IT technician and seller of computers and computer equipment
Description	Sales and service of computers, computer equipment, computer networks, technical support
Tasks	<ul style="list-style-type: none"> • Provision of services; • Sale of computer equipment; • Technical support for customers and clients; • Maintenance of computer network; • Customer Training;
Results	Various companies in Novi Sad, travel agencies in Novi Sad

Mart 2009 – September 2009	<i>ITT OPRA Novi Sad – Sales and service of computers and computer equipment</i>
Function	IT technician and seller of computers and computer equipment
Description	Sales and service of computers, computer equipment, computer networks, technical support
Tasks	<ul style="list-style-type: none"> • Provision of services; • Sale of computer equipment; • Technical support for customers and clients; • Maintenance of computer network; • Customer Training;
Results	Various companies in Novi Sad, travel agencies in Novi Sad

December 2007 – March 2009	<i>MIFOS Novi Sad – service of computers and computer equipment</i>
Function	IT technician for computers and computer equipment
Description	Service of computers, computer equipment, computer networks, technical support

Tasks	<ul style="list-style-type: none"> • Provision of services; • Sale of computer equipment; • Technical support for customers and clients; • Maintenance of computer network; • Customer Training;
Results	Various companies in Novi Sad, Belgrade, Kragujevac and more...

October 2006 – July 2007	<i>Humanitarian Law Center, Belgrade - NGO</i>
Function	Video Technician
Description	Recording conferences, seminars, editing video, web administration, press clippings
Tasks	<ul style="list-style-type: none"> • Press clippings; • TV clippings; • Video editing; • Documenting video; • Documenting audio; • Web administration;
Results	<ul style="list-style-type: none"> • HLC Conference

April 2004 – October 2006	<i>TV Panonija – Media and Culture</i>
Function	Technician for audio and video editing
Description	Making audio and video materials for news production, postproduction
Tasks	<ul style="list-style-type: none"> • Video editing • Audio editing; • Editing advertising material;
Results	<ul style="list-style-type: none"> • VIEW show, • Morning Program; • News; • Vojvođanski dnevnik; • Rotation;

PROJECTS

February 2015 – present	<i>Wine portal “WINE TOURS” (“VINSKE TURE”)</i>
Location:	http://www.vinsketure.rs
Description:	Promotion of wine culture, wineries, wine cellars and wine houses. Sales. Marketing. Researching. Blogging, SEO, Digital Marketing
Technology:	CMS – WordPress, WEB design, SEO, Marketing

EDUCATION AND TRAINING

October 2008 – Jun 2011	<i>High Technical School of Professional Studies in Novi Sad</i>
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Course:	Information Technology
Rank:	Information Technology Engineer for Electrical Engineering and Computer Science
Diploma:	Bachelor
Grade:	8.7/10

September 1996 – Jun 2000	<i>High School "Mihajlo Pupin" Novi Sad</i>
Course:	Radio and video equipment
Rank:	Electrician for radio and video equipment
Diploma:	Secondary education
Grade:	4/5

ADDITIONAL EDUCATION

November 2011	CODR RES POLIS Novi Sad & Management for the Digital Agenda, Andrevlje - Fruška Gora
Course:	School of blogging

March 2011 – May 2011	JDIT Eagle Consulting Service LLC Novi Sad
Course:	Mandatory practice within 3 years of the study <ul style="list-style-type: none"> • Fundamentals of Java Programming • Creating user manuals for the "Decider"

October 2007 – February 2008	Center for Education and Culture FENIX (RU) Novi Sad
Course:	Vocational training for computer technician

May 2005 – Jun 2005	"The Centre for Entrepreneurship Education and Development" doo Bačka Topola – TELEDOM Temerin
Course:	Computing course

February 2005 – Jun 2005	School of Foreign Languages LINGUA Novi Sad
Course:	English course

VOLUNTEERING

October 2011 – April 2012	<i>Center for the Promotion and Development of Temerin - Association</i>
Function	IT coordinator
Description	Improving the quality of life of citizens, especially young people, promoting the development of ideas, encourage active participation of citizens in the society and individual problem solving, development of cultural, sporting and academic

	awareness, informal education, international cooperation and mobility of citizens.
Tasks	<ul style="list-style-type: none"> • Implementation of projects and coordination with other co-workers in the IT field; • Training in the use of e-services intended for citizens and businesses;
Results	Performed training in the use of electronic services in Temerin in cooperation with the Digital Agenda Ministry of Culture, Media and Information Society of the Republic of Serbia.

Jul 2011	EXIT Festival
	Volunteer u Fun&Foodland&Kafići

Jul 2007	EXIT Festival
	Volunteer – BalkanIdea Novi Sad

PERSONAL SKILLS AND COMPETENCIES

	<ul style="list-style-type: none"> • I am very responsible, reliable, hardworking, ambitious, persistent, direct, communicative person; • Have the organizational skills and team spirit; • Flexibility, initiative and resourcefulness;
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Native language	Serbian
	English
READ WRITE PRONUNCIATION	Good Good Good
	German
READ WRITE PRONUNCIATION	Good Entry level Entry level

SOCIAL SKILLS AND COMPETENCES

	<ul style="list-style-type: none"> • A member of a sports team - RK TSK Temerin - since 1996. • A member of the tennis club sports - Temerinski Tennis Club - since 2012
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**ORGANIZATIONAL
SKILLS AND
COMPETENCES**

	<ul style="list-style-type: none">• Coordination / management of staff (colleagues) when working on a project of computer networks at the Universiade 2008th year and Sunoko in early 2009.• Coordinating in development of the computer network in the Supermarket "Tuš" in Novi Sad, in cooperation with the contractor carrying out electrical works and doing attest for a given computer network
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**TECHNICAL SKILLS
AND COMPETENCES**

	<ul style="list-style-type: none">• Adobe Premiere, Adobe After Effects – Video Production (Intermediate);• Adobe Dreamweaver, NetBeans, Sublime, Code, STS - WEB design (Intermediate);• Adobe Photoshop, Adobe Illustrator, – Graphic design (Intermediate);• Programming – PHP&MySQL – (Basic),• UML – Software Ideas Modeler – Modeling (Intermediate);• Cisco Packet Tracer – Wireless networking of virtual village – Final graduate work – network simulation (Intermediate);
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**OTHER SKILLS AND
COMPETENCES**

	<ul style="list-style-type: none">• Military obligations fulfilled - Class in March 2003
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DRIVER LICENCE	B category
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