

Milica Popovic

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EXPERIENCE

Marketing strategist Cultural centre "Nikola Djurkovic" Kotor - Obala b.b., Stari grad, Kotor

August-2018 - Currently

Setting specific objectives to develop a cohesive and profitable marketing strategy for the company. Designing digital marketing campaigns and performing market research. Designing and implementing marketing strategies aligned with business targets.

Developing digital campaigns to increase web traffic.

Forecasting market trends and researching market to identify new opportunities. Generating innovative ideas to promote cultural centers brand and its events. Ensuring brand consistency through all marketing channels.

Using customer feedback to ensure client satisfaction. Establishing a strong, long-term web presence. Working closely with program sector. Helping with program organization and with event organizations. Organizing events such as "Festival svjetlosti", "Traditional winter Kotor carnival", "Boka night", "Summer Kotor carnival", "December rocks", "FIAT" and "Kotor festival of theatre for children".

Archivist and Assistant Program Coordinator Cultural centre "Nikola Djurkovic" Kotor -

Obala b.b., Stari grad, Kotor *October-2016 - August-2018*

Evaluating, selecting, retrieving and arranging materials. Organizing publicity events such as talks and exhibitions. Making the archives accessible to a wide range of users. Storing and preserving perishable documents. Negotiating the acquisition of new projects. Assist planning and coordination of a program and its activities. Maintaining budget and track expenditures/transactions. Managing communications through media relations, social media etc. Helping build positive relations within the team and external parties. Scheduling and organizing meetings/events and maintain agenda.

Ensuring technology is used correctly for all operations (video conferencing, presentations etc.). Preparing paperwork and order material. Keeping updated records and creating reports or proposals. Working o support growth and program development.

Computer science teacher Elementary School "Narodni heroj Savo Ilić" - Dobrota b.b., Kotor

September-2016 - August-2017

Designing, facilitating, and teaching computer science. Preparing execute lesson plans, assigning tasks, and evaluating student work and progress. Developing course syllabus, assess, supervising, and motivating elementary school students. Promoting safe, effective, and ethical learning environment.

Internship Cultural centre "Nikola Djurkovic" Kotor - Obala b.b., Stari grad, Kotor *January-2016 - October-2016*

Researching, curating, and setting up exhibits, plays and concerts and assisting with promoting special events. Assisting in developing and implementing the cultural program. Helping develop artist management workflows. Write content for website and social media. Helping in connecting and activating the community members.

Commercial Affairs Division - Customer Center Department M-KABL - Zlatne Njive 15, Kotor
June-2010 - January-2016

Communicating with clients and customers about their experiences with a product or service. Providing advice on purchasing products or services. Answering client or customer questions about properly using or accessing a product or service.

Taking or processing orders for a product or service. Listening to customer or client complaints or concerns and working to resolve their issues to ensure customer satisfaction. Researching customer satisfaction and making annual customer service reports.

Support worker Maxi Delhaize Montenegro - Sveti Stasije, Kotor *June-2009 - August-2009*

Responsible for receiving merchandise, unloading or unpacking it, marking it with codes to be identified, stocking shelves, and helping customers place orders. Stocking shelves with merchandise and arranging displays to attract customers.

Waiter Cafe Mmmm - Stari grad, Kotor *June-2008 - August-2008*

Working in fast-paced, unpredictable environments while servicing the guest in a friendly, efficient manner while maintaining a clean and safe work environment. Taking customer orders and delivering food and beverages. Making menu recommendations, answering questions and sharing additional information with restaurant patrons.

EDUCATION

Specialist's studies Field Of Study Maritime Management

University of Montenegro Maritime Faculty of Kotor - Kotor *2017*

Bachelor of Information Technology Field Of Study Information Technology

University Mediterranean, Faculty of Information Tehnology - Podgorica *2014*

CERTIFICATES & COURSES

Oracle Workforce Development Program, ID 001-2013, Issued Mar 2013 - no expiration date

SKILLS

- Business development
- Client database management
- Customer service
- Data analysis
- Management
- Programming
- Project management
- Sales management
- Strategic planning
- Telecommunications

LANGUAGES

Serbo-Croatian

Native

English

Advanced

Italian

Intermediate

Spanish

Basic