

BORIS JERIC

Data-driven Marketing Manager and Content Creator
with a demonstrated history in software and professional services industries



CONTACT

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EDUCATION

2006 - 2011

UNIP NOVI PAZAR

Faculty of humanities

- Bachelor of Arts
- American Studies
- American Literature

SKILLS

- Digital Marketing
- Marketing Strategy
- Content Management
- Graphic Design
- Copywriting

PROFILE SUMMARY

I am a 40-year-old marketing manager based in Belgrade, Serbia.

My skill set is focused on content management and lead generation, including video marketing, copywriting, SEO, SEM, and social media, as well as project management. I am resourceful, passionate, creative, and highly driven with excellent communication and organization skills.

I can assist you with:

- Team Setup, Management, and Training

In the past, I have managed smaller teams in a team lead capacity and have been a part of smaller and large teams in various environments. I enjoy collaborating with others and prioritize open and healthy communication to foster great team dynamics.

- Strategic Planning and Project Management

I can help you define and execute an attainable and actionable marketing plan that will allow you to capitalize on opportunities while minimizing risks in an organized, measurable way by setting up a quarterly marketing calendar. I always encourage involvement from Sales and Product teams for a unified product or portfolio approach across different channels in a coordinated and complementary manner to yield maximum results from programs and campaigns.

- Content Management and Production

I have experience as an editor and project lead for multiple creative teams, coordinating various creative projects and deliverables. I am proficient in graphic design (infographics, e-books, product brochures and manuals), video and motion graphics production (Adobe suite), as well as SEO-minded copywriting and web design. I have also worked on traditional marketing projects such as trade show branding, promo flyers, leaflets, and trifold, so I am familiar with print work.

- Reporting and Analytics

I can help you set up and track your KPIs for a reliable and informative analysis, ensuring consistency in improving future outcomes and accountability for current projects.

LANGUAGES

- Serbian: Fluent
- English: Fluent
- Russian: Basic

CERTIFICATIONS

- **Product Management Specialization**
University of Virginia
Darden School of Business
Issued Jan 2023
Skills: · Product Marketing
· Product Management
· Sales Enablement
- **Running and Managing Zoom Webinars**
LinkedIn Learning
Skills: · Webinar Organization
- **Photoshop CC 2018 Essential Training**
LinkedIn Learning
Skills: · Graphic Design
- **Inbound Marketing Certified**
HubSpot Academy
Issued Feb 2016
Skills: · Digital Marketing
· Lead Generation
· Funnel Management
- **Social Media Marketing Certified**
HubSpot Academy
Issued Feb 2016
Skills: · Social Media
· Content Production
- **Certificate in Advanced English**
University of Cambridge ESOL
Issued Dec 2004
Skills: · Business English
· Communication

WORK EXPERIENCE

NCR Atleos

SEP 2024 - PRESENT

Marketing Specialist, Integrated and Portfolio Marketing
Full time, Hybrid

- Partnering across enterprise product, sales and marketing teams to establish campaign priorities and goals. The campaigns are represented in one comprehensive marketing plan with a year- long timeline. Defining common campaign structure and elements to be used across the enterprise. Working closely with Digital and Sales team members to establish KPIs and consistently measure performance against goals. Forecast, analyze, measure and report on the impact of demand generation activities against sales pipelines, revenue goals and deal velocity. Execute multi-channel activities to engage audience, extend the brand and help power the growth of NCR Atleos.

YourBow

MAY 2024 - SEP 2024

Ad Operations Specialist
Full time, Remote

- Campaign optimization, QA, and reporting
- Yield optimization
- Ads Trafficking for 3 digital ad video servers

Pet Desk

MAR 2023 - JAN 2024

Product Marketing Manager
Full time, Remote

- Facilitating smooth transition and integration into a larger company suite of products and services
- Go-to-market strategy
- Re-branding and product re-design strategy consultant
- VOIP Telephony subject matter expert
- Primary content creator for the entire Kontak offering

Kontak

OCT 2022 - MAR 2023

Product Marketing Manager
Full time, Remote

- Primary content creator for all marketing output (web design, brochures, one-pagers, fold-outs, e-books, infographics, flyers, trade show booth design, video marketing)
- Creation and implementation of companies' marketing strategy and co-marketing initiatives
- Answering and reporting directly to the CEO
- Close collaboration with Sales, Product and and Support teams

TECH STACK

- Adobe CC
- Hubspot
- Compass (Salesforce)
- Litmus
- HotJar/FullStory
- Google Analytics
- Mozz
- SEM Rush
- Customer.io
- Jira/Trello
- ZenDesk
- Microsoft and Google business suites and many more...

INTERESTS

- On a personal note, I am happily married and have a 4-year-old daughter. My interests revolve around art and music, particularly drumming, as well as philosophy, politics, and human rights. I also like cycling, basketball and any and all sea-side activities.

VOLUNTEER WORK/ SUPPORTED CAUSES

- **Animal Shelter "Oaza", Avala**
(Charity work)

Foster care of abandoned dogs
(2016 - 2020)

- **"Pružimo ruku deci"**
(Charity work)

Collection, storage and distribution of humanitarian aid for the "Drop-in Shelter" action of Center for Youth Integration (cim.org.rs)
(2016 -present)

WORK EXPERIENCE

Kontak

JAN 2021 - SEP 2022

Product Manager
Full time, Remote

- Assisting in the integration of 2 additional products into the product suite
- Working with the dev team on the product roadmap
- Implementing new operational procedures for 2 remote teams (Philippines and Mexico)
- Launch and management of the business intelligence tool
- Presenting and onboarding corporate clients onto the product suite

Kontak

JUN 2020 - DEC 2020

Marketing Operations Manager
Full time, Remote

- Content production
- NPS campaigns and market research
- CRM setup
- SEO and keyword research
- Social media marketing across all company channels
- Design and launch of the company website
- Establishing marketing personas and go-to-market strategy

Paycor

JAN 2020 - APR 2020

Associate Video Designer
Full time, On-site

- Comprehensive audit and production plan for company's video marketing efforts
- Production of product and marketing videos (including motion graphics)
- Various graphic design work (social media, product collateral)

Paycor

MAY 2019 - DEC 2019

Digital Marketing Manager
Full time, On-site

- Continuing tasks as a marketing team lead for the existing marketing team in the new Ximble, a Paycor Company
- Working on strategy and implementation for the phasing out of Ximble brand and full integration into the Paycor suite of products and marketing approach
- Sales enablement for all Ximble products for Paycor teams
- Primary editor and coordinator for all content produced by the Belgrade team

RECOMMENDATIONS

Boris is a dedicated and dependable professional who brings a unique blend of technical skills, creativity, and diligence to the table.

Anyone fortunate enough to have him on their team will undoubtedly benefit from his contributions.



Denise Mares
Operations Manager
PetDesk Phones

Boris is a technical, detail oriented marketer. He works independently and pushes creative juices to maximum. Very loyal and dependable.



Sasha Poljak
CEO
Kontak

Boris was a great digital marketer, video editor and animator. I had the pleasure of working with Boris at Paycor. He was creative, dedicated and had a positive attitude in all of the work that came his way.



Laura Gels
Director, Design
Paycor

[Read more on my LinkedIn page](#)

WORK EXPERIENCE

Lean On Digital

DEC 2019 - MAY 2020

Social Media/Community Manager

Part time, remote

- Social media management and content production for the brand and sub-brands of LOD

Ximble

JUN 2018 - APR 2019

Marketing Team Lead

Belgrade, On-site

- Management of an internal team of 4 associates in various marketing and sales initiatives, in line with the company marketing strategy
- Coordination with various internal and external associates, teams and agencies

Ximble

SEP 2016 - JUN 2018

Digital Marketing Coordinator

Belgrade, On-site

- One of the primary drivers of a company-wide re-branding campaign
- Production of social media content and management of all company accounts
- Creation of content for and management of company's email marketing campaigns
- Management of company's PPC campaigns (LinkedIn, Facebook, Instagram, Google ads)
- Comprehensive weekly reporting on various campaigns and and KPIs
- Prospecting/social selling using LinkedIn Sales navigator
- Production of a large number of product explainer videos using internal company resources
- Monitoring of web traffic and user behaviour through web analytics tools such as Google Analytics and HotJar/FullStory to identify opportunities to reduce friction and improve UI/UX
- Cooperation with the product team on implementing findings
- Coordination of an internal team of 2 associates

Mercator S.d.o.o Idea Division

OCT 2014 - SEP 2016

Retail Store Manager

Belgrade, On-site

- Retail store accounting, supply chain and staff management