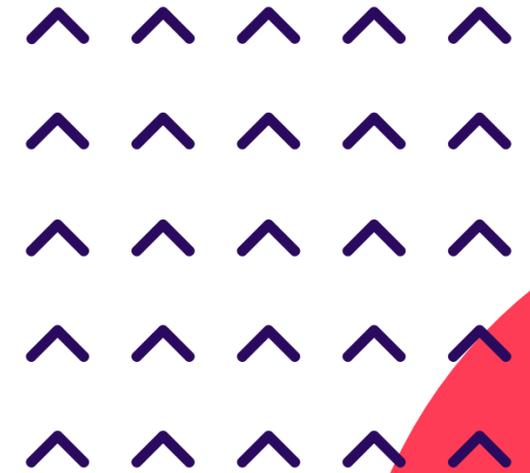


01

Svetozar (Svet) Kujic

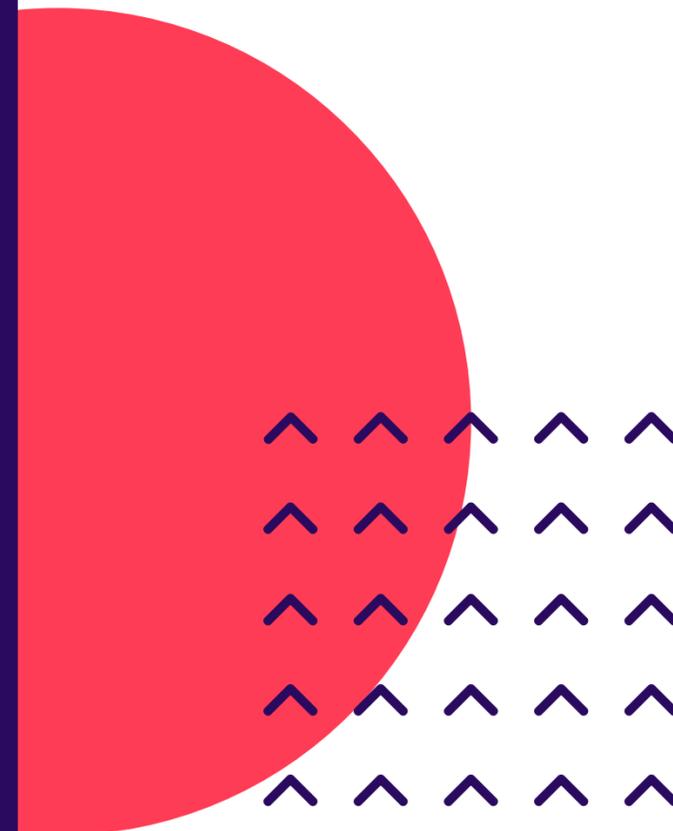
**Work  
samples/achievements +  
various (super interesting)  
things about ME**

(you'll want to read the whole thing, trust me)



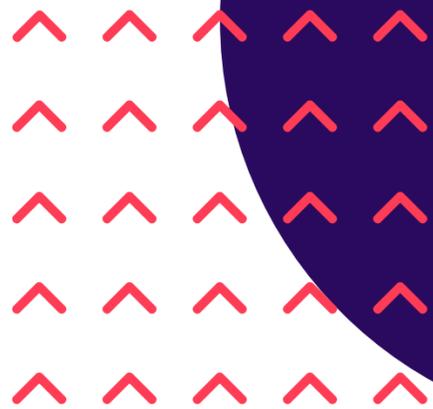
# Highlights

Executive summary  
My motto  
Quick hello  
Ideal workplace  
I am good at...  
I am (less) good at...  
My personality  
My perfect day  
I am reading your mind (questions for me)  
Work samples  
Random things  
What else...about me



# Exec summary

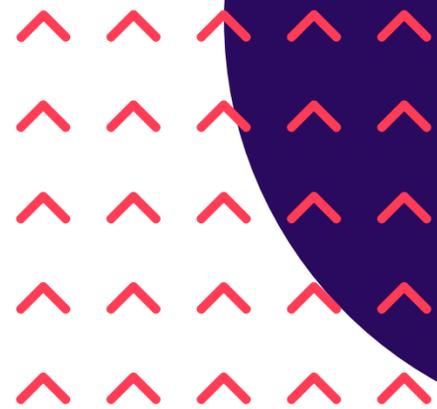
03



I am proud of my diverse, international and multicultural background in Marketing, PR, social media, media relations, and HR with strong educational background in Marketing/PR/Advertising (MSc - University of Sheffield), Communications/New Media (B.A. and Graduate degree Faculty for Media and Communications). I have an extensive experience in working successfully with different types of clients and businesses throughout diverse industries such as FMCG, education, tourism, automotive industry, media & entertainment.

# My goal

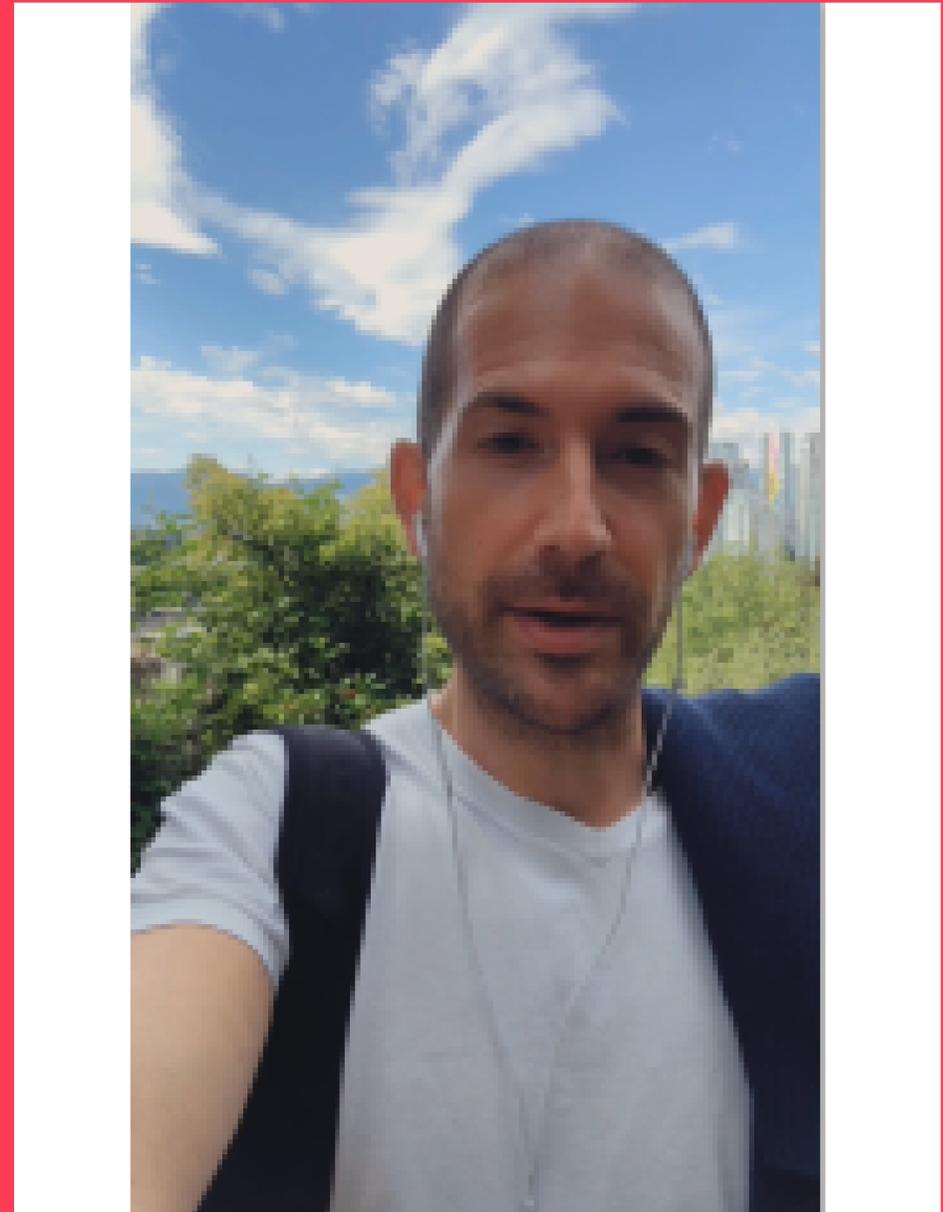
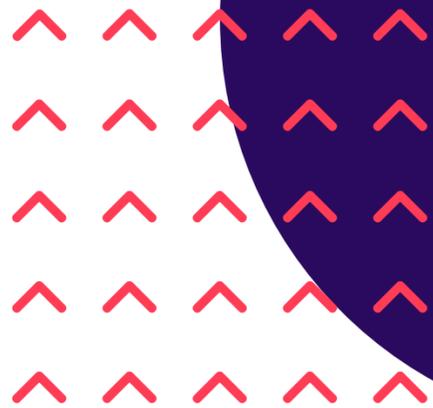
04



"My goal is always to reach the highest levels of performance in everything that I do. I highly value enthusiasm, loyalty, integrity, motivation, and good judgment. I live by these from the moment I wake up!"

# Quick hello (video)

05



[click to see the full video](#)

# Ideal workplace

Entrepreneurial - NO BS - 'ego left at home' - no micromanagement atmosphere - creative mates - beautiful office views (or cool co-working meetups) - big MACs - smell of success - taste of victory & Kombucha + poppy seed rolls - visionary projects - 'sky is the limit' attitude - kitchen & gym available - mangoes, coconuts  
work @ home mentality

# I am good at:

> digital marketing > social media management  
> product and event promotion > account  
management > market research and analysis >  
design and creative buzz > copywriting and editing  
> email marketing > brand profiling > customer  
service

PS: I love public speaking and working with  
different clients (I did have a chance to work with  
everyone from ruler of Dubai to leading lifestyle  
influencers)

07



# I am (less) good at:

- > crunching huge numbers and doing hours and hours of Excel reports (Canva has better presentations, this one was made in Canva)
- > extensive analytics and data analysis
- > heavy coding
- > long and usually 'not-that-creative' meetings
- > mathematical + complex calculations
- > cold-calling (it's really a waste of time)
- > generally anything that doesn't produce results and is being done because "we are used to doing it that way"
- > explaining why social media doesn't work after one week
- > OR why we need need to spend some money on advertising

08



# My personality

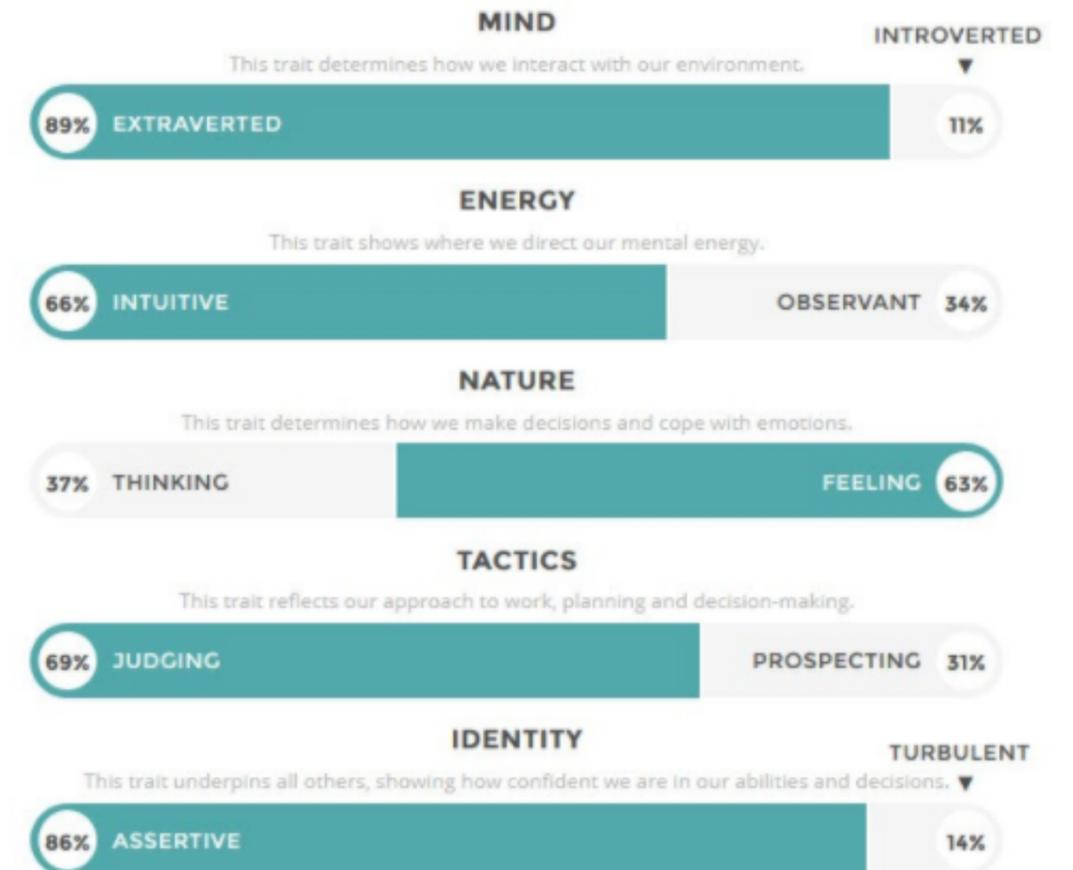


09

## YOUR PERSONALITY TYPE IS: PROTAGONIST (ENFJ-A)



*With vision and determination, nothing is impossible.*





10

# My perfect day

5am - waking up

5.05am - meditation + protein shake

5.30am - 30min swim at the ocean + walking a dog

6.30am - Crossfit

7.20am + work

12noon - going for a bicycle ride for 30min

2pm - lunch (outside of the working space)

4pm (end of work) - tour around the X city (or a play, movie, social gathering, etc)

5-8pm - photography/videography/doing content..taking pictures, doing anything creative around content etc.

8pm - cooking dinner + walking a dog

9pm - book + podcast

10pm - watching one episode of Vice News and sleep

**Which Internet Marketers do you follow and have studied (Super Important)?**

**Why these guys?**

**Why do you follow these and what have you learned from them and how have you implemented the learnings?**

## **Neil Patel**

- very knowledgeable when it comes to practical advices on web site functionality, tips and trips for SEO, overall marketing suggestion and success in getting more traffic and visits.

<https://neilpatel.com/>

Highlight: I love his Ubersuggest tool for keyword and content ideas and website analysis

**Some questions  
(that I know you will  
have for me)**



## **Social Pros - Jay Baer and Adam Brown**

Their podcast is my regular weekly dose of social media education (even though I enjoyed their 2018 podcasts a bit more)

They cover subjects from social media customer service, role of agencies, social media listening, social media and humanity, social media crisis, etc.

**Highlight:** Love their podcast -

<https://www.convinceandconvert.com/podcasts/shows/social-pros-podcast/>

## **Seth Godin**

Old wolf in Marketing - loved all his books: Purple Cow, Permission Marketing, All Marketers are Liars, etc.

He's extremely knowledgeable about Marketing from psychological and psychosocial angle

**Highlight:** Love his podcast - [Akimbo](#) - quick podcast not so much about marketing but about psychology, philosophy of life and media

## **Michael Stelzner**

Social Media Examiner is a great platform for news and announcements/changes in social media. Their posts are very detailed and I use it as an educational platform. Yearly event they organize is the one I'd love to attend but I usually buy a virtual pass and listen it from the computer.

**Highlight:** His podcast is great: <https://www.socialmediaexaminer.com/shows/>

## Other people you follow - you are learning from - or just find them interesting (mostly through podcasts)

Grumpy Old Geeks (I like to get my grump on)

The Prof G Show with Scott Galloway (great for business news from a different perspective and future of education)

Let's talk about myths baby (I am a sucker for Greek mythology)

Pivot with Kara Swisher and Prof G - (more business news with an edge and lots of great guests)

Daily Stoic - (I LOVE Stoicism)

The Genius Life with Max Lugavere (how to improve your life/food/sleep/sex, etc)

On purpose with Jay Shetty (pick-me-up + motivation)

Christopher Lochhead - Follow your different (real-life conversations about all subjects that matter in today's society)



# What works on Facebook?

Facebook is massively underused platform (mostly because of privacy issues and big companies being scared for their data and customers) so it's still an amazing platform for advertising, targeting and capturing leads. There is nothing better on social right now. When it comes to content, videos and Facebook groups (closed, personalized Events are also becoming quite a strong tool on Facebook and soon probably payments)

Messenger and bots are miracles of social media 2020 and they should be used all through Facebook

# What tools in social do you prefer?

I love using Buffer for simple posting, scheduling, Hoostuite for monitoring competition, hashtags, keywords. AgoraPulse has nifty reports, Phlanx is great for competition monitoring, TweetDeck - Twitter analysis, Iconosquare for Instagram analytics, Awario for competition monitoring, media monitoring and website analysis and finally Later.com for Instagram scheduling. I am a big platform freak - and love using as many as possible (relevant) ones. I have about 20+ tools for SEO, 15+ for analytics in addition to FB, Twitter, Instagram native analytics and of course Google Analytics..but above ones are most relevant.

# What are big marketing trends at the moment?

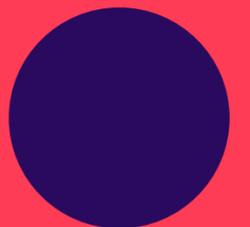
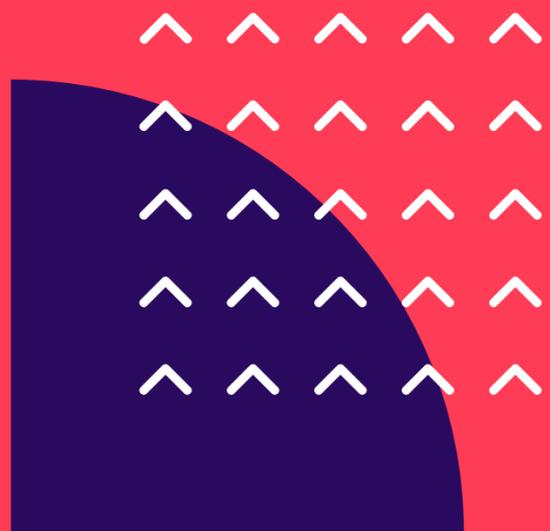
LinkedIn organic reach is massive and "cheap", Facebook is not utilized enough for advertising, Instagram is an amazing place for personalized message (DMs) and influencer marketing, Reddit is pushing a lot of great and relevant advertising options, TikTok is a new social media platform of the decade and voice search will be huge in 5 years or so.

# **Finally - but now - really seriously - what makes you a great candidate?**

My international outlook, depth of knowledge in digital marketing, working with many social media targets and demographics, understanding the lifestyle requirements of your potential target market and having in-depth knowledge of advertising, analytics, content creation make me a good candidate.



# work samples



## EAST SIDE GAMES / LDRLY GAMES

- worked with some awesome IPs such as RuPaul, The Office Cheech and Chong, Funko Pop, Star Trek, Doctor Who, Josh Richards and others

Pages I managed (created content/came up with the strategy and did community engagement)

- <https://www.instagram.com/bfgrassroots/>
- <https://www.instagram.com/cheechchonggame/>
- <https://www.instagram.com/budfarmidle/>

Other content (work on concept and creation)

- [Video 1](#)
- [Video 2](#)
- [Video 3](#)



## INVESTORS CLUB ([www.investors.club](http://www.investors.club))

- started their social media accounts/created all content in-house and organically increased the followers – created their social media + branding strategy as well (all social media activities were done in-house...copywriting/community management/retargeting)

<https://www.instagram.com/join.investorsclub/>

<https://www.facebook.com/investorsclub>

<https://twitter.com/investorsclub>

Content:

- [Video 1](#)

**Investorsclub**

# Achieved KPI's #1

- Increase CTR to the website and have CPC under \$1 for Instagram (3% CTR, \$3 per thousand impressions (CPM), and less than \$1 per click (CPC))
- For Facebook my CTR was 6%
- Reach out potential influencers and collaborators (I've worked with 10+partners during my engagement and made them official supporters of Investors Club)
- Do a social media branding strategy and create a SM budget
- Do a competition research ([click here](#))

# Achieved KPI's #2

- Increase of brand followers on Facebook (organically – reach 4,000 followers in the first month – the goal was reached)
- Audience growth rate (organic + paid) – 10-15% month by month on Facebook and Instagram, 5-7% on LinkedIn
- Average post reach (organic + paid) – 15% on Instagram and Facebook, 5% on LinkedIn
- Average engagement rate (likes, comments, shared) – 1-3% on Instagram and Facebook, 1-2% on LinkedIn
- Goals of lead generation campaigns would be a database/email list sign up or direct buyer/seller sign-ups - Sign-up -> buy-side - 20%; sell-side 40% for warm/hot audience
- Conversion Rate on lead generation campaigns – Conversion percentage 2-4% on Facebook and Instagram, 1-3% on LinkedIn

# Media One Hotel

## KPI's (achieved)

- Increase brand awareness by 40% with a focus on Instagram
- Work on Increasing the traffic to the website from social by 40%
- Improve the direct room bookings and increase them by 20%
- Work with Sales team on brand campaigns
- Increase the sales of meetings & events packages by 15%
- Increase the email database to 150,000
- Create a new website + booking engine
- Participate in any new rebrands (new F&B concepts)
- Create social media budget for 2017-2018

# Additional achievements

- content creation (80% in-house), all advertising and community management done in-house
- creation of the new website (deadline was 6 months – it was done in 3) and everything was done in-house from sourcing agencies, copywriting, content creation, photoshoots, video production, etc.
- New website increased direct room bookings by 40%
- New booking engine was created and decreased the bounce rate by 25%
- New booking widget - HotelChamp - increased the direct bookings by 2%
- Increase of social media followers (organic) by 45% in the last two years in the role
- Increase of engagement by 20% in the last two years in the role

# **M1 Vertical Run - one of the biggest events I organized at Media One (+ did a lot of content and photography for it)**

<https://www.youtube.com/watch?v=kHLd-hYWDm4>

<https://www.youtube.com/watch?v=QEHZP7iKlnY>

## **Video concept/shoot + production:**

<https://www.youtube.com/watch?v=sY1dp885Ovs&list=UUjRMOJ8LlMg3MkZYN8bRmFQ&index=42>

<https://www.youtube.com/watch?v=6Xo6VM3UQGg&list=UUjRMOJ8LlMg3MkZYN8bRmFQ&index=2>

<https://www.youtube.com/watch?v=0CYL9Q0EDxQ&list=UUjRMOJ8LlMg3MkZYN8bRmFQ&index=7>

<https://www.youtube.com/watch?v=9xfXfjzQSTU&list=UUjRMOJ8LlMg3MkZYN8bRmFQ&index=3>

[https://www.youtube.com/watch?v=gqW5\\_NUjTjQ&list=UUjRMOJ8LlMg3MkZYN8bRmFQ&index=9](https://www.youtube.com/watch?v=gqW5_NUjTjQ&list=UUjRMOJ8LlMg3MkZYN8bRmFQ&index=9)

<https://www.youtube.com/watch?v=Mfb53k3ncE8&list=UUjRMOJ8LlMg3MkZYN8bRmFQ&index=10>

[https://www.youtube.com/watch?v=pAY\\_n25j1so&list=UUjRMOJ8LlMg3MkZYN8bRmFQ&index=34](https://www.youtube.com/watch?v=pAY_n25j1so&list=UUjRMOJ8LlMg3MkZYN8bRmFQ&index=34)

<https://www.youtube.com/watch?v=EHh5QlBLYk0&list=UUjRMOJ8LlMg3MkZYN8bRmFQ&index=133>

**GMIS - <http://www.gmisummit.com/>**

<http://www.instagram.com/gmisummit>

(DID concept/copy/brief/redesign)

<https://www.instagram.com/p/BvMQVJmABa-/>

<https://www.instagram.com/p/BvO21Fcg5QR/>

TBT concept (created and conceptualized by me) -

[https://www.instagram.com/p/Bu\\_hXNyg4Yn/](https://www.instagram.com/p/Bu_hXNyg4Yn/)

<https://www.instagram.com/p/BtyWjXWAcYE/>

<https://www.instagram.com/p/BtBRmhnAx52/>

<https://www.instagram.com/p/Bs-bEm3gxVI/> (worked with Yves Béhar)

<https://www.instagram.com/p/BsgUMeAgzPx/> (worked with Sephora)

<https://www.instagram.com/p/BsAK9UBAKr4/> (use of infographics like this increase engagement by 42%)

<https://www.instagram.com/p/Br2lSuzg2Xf/>

**MAKING PROSPERITY - <http://makingprosperity.com/>**

<http://www.instagram.com/makingprosperity>

(DID concept/copy/brief/redesign + worked on a new branding revamp with their agency)

<https://www.instagram.com/p/BwHA4LFACr1/>

<https://www.instagram.com/p/Bv1jv9BH5gB/>

<https://www.instagram.com/p/BulvRp5oXs6/>

<https://www.instagram.com/p/BteHgjwHqjK/>

<https://www.instagram.com/p/BstCBJjnyOr/>

[https://www.instagram.com/p/BpC3HM\\_B3Ni/](https://www.instagram.com/p/BpC3HM_B3Ni/)

<https://www.instagram.com/p/Bj00xa2jqGw/>

Whitepapers for GMIS: <https://drive.google.com/open?id=1R-9f4Cp4mUXiqqVW366eeDHfyfIA-ALJs>

I've worked with the in-house PR team and outside agency on this content - you can check out more content on:

<http://gmisummit.com/gmis-2019/knowledge-hub/> (need to put your email to download more)



## Achieved KPI's

- Increase brand awareness by 20% with a focus on LinkedIn
- Increase the traffic to the website from social by 25%
- Help the sales team reach 2,000 submissions for Making Prosperity project
- Lower the bounce rate on email campaigns by 10%
- Work on the outreach campaign (contacting entrepreneurs and incubators and spreading the brand awareness)
- Increase the lead generation campaign and reach 100,000 subscribers by end of 6 months
- Create a social media strategy for GMIS and Making Prosperity - samples can be viewed [here](#)

# **TIME Hotels - [www.timehotels.ae](http://www.timehotels.ae)**

## **Greatest achievement:**

**Writing, research, strategy for both of these programs:**

**- Created, led and launched one of the first Carbon offsetting initiatives for any hotel in Middle East <https://www.hoteliermiddleeast.com/20365-time-hotels-to-offset-320t-of-carbon-emissions>**

**Hotel Stay Carbon Offset Program raised AED 51,000 (around \$10,000) in its first 30 days by saving 37 tonnes of carbon emissions. Money raised was donated to the Myclimate Foundation towards supporting solar lighting initiatives in rural Ethiopia, along with working towards replacing kerosene lamps with energy efficient cooking stoves for displaced families living in refugee camps in Darfur, Sudan**

**+ I worked on Voila loyalty program (recruited more than 100 guests in first 6 months)**



**Minor Hotels - <http://www.minorhotels.com>**

**[B2B online audit and ideas - Minor and Anantara](#) (clickable)**

**[B2B Strategy](#) (clickable)**

**MINOR**  
HOTELS

# OTHER RANDOM (BUT STILL VERY IMPORTANT) STUFF I'VE DONE

My embarrassing student projects are included as well

**Flow Research Collective social media presentation -  
new look & feel proposal (September 2020)**

**Care for Caregivers BC - campaign presentation with  
visuals (promo plan)  
(August 2020)**

**Aavalabs + Svet Kujic**  
**Frontend customer acquisition funnel (March 2019)**  
**Content -> click here**

**ALIVE + Svet Kujic**  
**Digital Marketing Presentation**

**Lochhead - Life fully lived + Svet Kujic**  
**Content -> click here**

**Ashton College: SEO + social media audit**  
**[Link](#)**

**GMIS - social media strategy and audit**  
**[Link](#)**

**Some writing completely off-the-topic (SHORT FORM)**

**<https://www.svetozarkujic.com/my-blog>**

**Random visual stuff (some of it is old, I know so let's enjoy the laugh together :)**

**UN Week 2009 - Serbia/Belgrade - Flash mob event - PRODUCER/REMIX/VIDEO**

**EDITOR/CREATOR AND MARKETING COORDINATOR**

**[Click here to watch](#)**

**Faculty for Media and Communications student awards - PRODUCER/MUSIC**

**REMIXER/CHOREOGRAPHY CREATOR:**

**[Click here to watch](#)**

**Students' project - Vivaldi Four Seasons - PRODUCER/REMIXER/VIDEO**

**COMPOSITION-EDITING**

**[Click here to watch](#)**

# What else should we know about you?

I am a travel freak (I love it too much - wanted to be a cabin crew for life but got rejected :(

I love airports (would live there if possible)

I love Toronto Raptors (basketball overall)

Don't like cars too much (maybe Tesla) but LOVE bikes/bicycles

Love dogs

Love walking (30,000+ steps daily is my goal)

Love making salads (10,000 varieties)

Love the beach (for fun, for work, for everything - would literally live on the beach)

Trying to eat KETO - but generally managing low carb

Love tattoos - want to cover my whole body eventually with them (do a head tattoo as well - but not looking like a criminal)

Love watching Border Patrol on You Tube

Love my FitBit

Crazy about CrossFit (not too good at it but daily gym is a must)

Love backpacks and sneakers (white ones)

Can't wear Nike (but great with all Adidas)

Left handed but kicking the ball with the right foot

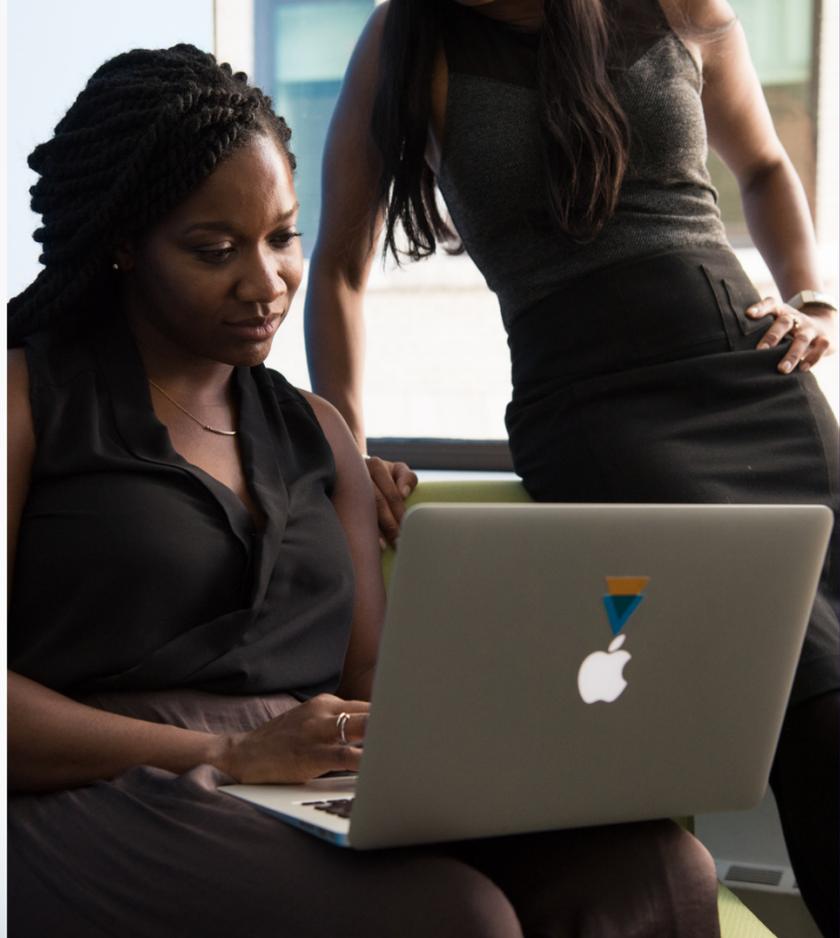
Watched Prison Break - the series - 20 times (definitely don't want to end up in prison and never did but loved that series)

Love podcasts and audiobooks (literally "injecting" them in my brain daily)

Adore Casey Neistat's work

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## Trainings, certifications and courses

I've completed most of Google courses, SEMRush courses and Hubspot Marketing/Contextual Marketing/Content Marketing course. I am also Hoostuite certified

Full list can be found [here](#)

## **Honors & Awards**

Team of the Year 2016 - Media One Hotel

Hotelier Awards 2015 - Young Hotelier of the Year (shortlisted)

Member of the marketing team who won - Best Marketing Promotion at the Middle East Hotel Awards 2015

Alumnus of the month - University of Sheffield - September 2013

Masters degree with honours - Marketing/PR/Advertising

## **Projects**

UN Week 2009 - United Nations - Serbia

Hotel Show 2016 - UAE

The Evolving Travel Journey - New technologies in the hotel industry - Arabian Travel Market

Green Globe certification - TIME Oak Hotel and Suites

2nd Hotel & Hospitality Management Conference, City College, University of Sheffield

"Packaging: Your last opportunity to sell", City College - University of Sheffield, May 2012.

"Super Branding - The Principles of Neuromarketing & Multisensory Branding" - City College - International Faculty of the University of Sheffield

"Understanding Customers by studying their lifestyle" - City College - International Faculty of the University of Sheffield

"Designing Effective Sponsorship Plans" - City College - International Faculty of the University of Sheffield

"A Pathway to Successful Leadership: The Serve Leadership Model" - City College - International Faculty of the University of Sheffield

## References:

**Andrej Ilisin**

(<http://www.linkedin.com/in/andrejilisin/>)

**andrej@alphainvestors.com**

**CEO of Investors Club**

**BEST talent he'll mention: punctuality and creativity**

**Cristina Postolache**

(<http://www.linkedin.com/in/cristinapostolache/>)

**cristina.p.postolache@oracle.com / +971 55 547 8297**

**Colleague at Media One Hotel**

**BEST talent she'll mention: honesty and fun attitude**

**Ana Marija Raickovic**

(<http://www.linkedin.com/in/anamarija-raickovic-1b242218/>)

**araickovic@minor.com / +66 61410-0361**

**Director of Brand Marketing at Minor Hotels**

**BEST talent she'll mention: hard work and out-of-box thinking**

**for more references**  
**[click here](#)**

**Thank you**

