



ANDRIJA BABIC

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📍 **Location**
Belgrade, Serbia

Profile Info

I am in search of a good opportunity where I can apply my knowledge and creativity to engage in meaningful and impactful work, which will fuel my passion for exciting world of marketing.

Languages

English
Serbian

Professional Skills

FB & Google Ads
Content Marketing
Email Marketing
Strategy creation
SEO

Personal Intrests

Sports Enthusiast

- Former Professional Ice Hockey Player

Reading books
Traveling

Work Experience

2024 - 2026

Marketing Department Lead PharmaXtra eCommerce

- Driving growth for a €500K+ monthly revenue brand across 13 global markets
- Leading a 7-person marketing team (designers, media buyers, copywriters)
- Managing 30+ Meta campaigns daily plus 10+ Pinterest & Taboola campaigns
- Klaviyo email marketing: running 14 weekly campaigns + 8 automated flows per country (setup & optimization)
- Directing creative production for image & video ads (competitor research, concepts, briefs, iteration cycles)
- Running and optimizing Google campaigns via Shopify integration
- Building and testing multi-language landing pages & funnels

2022 - 2024

Account Manager Art Storefronts

- Managed & communicated with 50+ clients simultaneously
- Developed Social Media & Email Marketing strategies
- Coordinated with the marketing team to ensure on-time, high-quality delivery

2021 - 2022

Digital Marketing Specialist Art Storefronts

- Managed client communication, SEO audits & analytics
- Created website, social & email marketing content
- Ran Facebook ads (cold & warm) and executed marketing strategies