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To whom it may concern,

It's a real pleasure to recommend Emilija Jović, who worked under my leadership as the Optimization Performance Audits Team Lead. Emilija brought a rare mix of strategic thinking, technical SEO expertise, and calm, reliable leadership that made her an essential part of our Digital Performance department.

Her team handled a wide range of high-impact tasks—from detailed on-page competitor analysis and content gap identification to large-scale technical audits, site health checks, and internal linking strategies. Emilija consistently ensured that their work was actionable, thorough, and aligned with our business goals. She had a sharp eye for identifying growth opportunities and a structured approach that kept even the most complex audits on track.

What stood out to me most, though, was how she led her team. Emilija created a well-organized, supportive environment where people felt clear on priorities and motivated to deliver high-quality work. She was dependable, thoughtful in her communication, and someone I could trust to take ownership from start to finish—no micromanaging required.

Whether it was producing content briefs that made a real impact on rankings, resolving keyword cannibalization issues, or advising on post-update traffic trends, Emilija always combined technical depth with a strategic mindset. She made the work better—not just through her own contributions, but through the way she brought out the best in others.

She would be a fantastic addition to any SEO or strategic team, especially in a role that values both expertise and leadership.

Please feel free to reach out if you'd like to know more.

Sincerely,

Maša Filipović  
Head of Digital Performance  
Better Collective Niš

