

Emilia Jovic

Senior Project Manager

A proven leader with a strategic vision and execution for SEO-driven content initiatives across global digital brands, transforming insights from performance data into high-converting solutions for stakeholders. Developed and systematized creative processes enabling consistent output, faster turnarounds, and replicable success for high-value assets, top-notch UX, and conversion-focused messaging.



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Work experience

03/2018 - 04/2025

Better Collective
Nis, Serbia

Optimization Performance Audits Team Lead

As a team lead, I established the initial team processes as I formed the SEO team back in 2022. I was in charge of shaping and implementing all the workflow within the team; I needed to streamline continuous collaboration with the most important stakeholders in the company.

Took full ownership of the following areas:

- Leadership of people in the team & setting up a clear structure
- Workload scaling & leveraging projects with business goals
- SEO support of high-profile assets on multiple global markets
- Creating context around SEO solutions
- Translating complex technical terms into actionable tasks for stakeholders
- Responsibility for the individual development of people, such as the promotion of talents as well as people's motivation and enthusiasm through feedback and constant support
- Facilitating & hosting the meetings with both in-team and company-wide asset owners
- Ensuring smooth and enhanced workflow within the team;
- Coaching and mentoring of team members together with performance management
- Reporting on sites' performance after the solutions have been implemented
- Re-skilling and up-skilling of team members
- Active cooperation with other team leads
- Ensuring and improving employee satisfaction
- Leading the hiring processes whenever needed with the assistance of the HR
- Active contribution to strategic goals of the company.

I cooperated with SEO owners, content managers, project managers and product owners to build up the exceptional SEO & Content strategies with the ultimate goal of conversions and revenue.

Managed end-to-end execution of:

- Developing and charting project concepts and maintaining optimal workflow.
- Working with senior managers to manage and pivot large & complex SEO projects for the most valuable assets within the company.
- Completing detailed SEO tasks that required analytical approach and data organization.
- Checking websites' performance to leverage the solutions and results my team provided.

07/2017 - 03/2018

Webelix Games
Nis, Serbia

SEO Content Writer

Focused on the Games industry, as an SEO content writer my aim was to deliver premium content for iOS and Android app users.

Operationalized the following processes:

- Collaboration with editors in the team to get the necessary context for the content output
- Research and additional checks of information sources/references
- Write/ Draft/proofread/edit up to 5 articles per week
- SEO checkups to ensure the texts have been optimized properly/target keywords have been implemented to fit the semantic contexts
- Research on specific games topics.

9/2014 - 6/2017

Puzzle Media Group
Nis, Serbia

Social Media Manager & Marketing Coordinator

As a beginner in the digital marketing world, I managed to acquire the basic skills in that field. I was in charge of:

- Organization of maintained agency list of accounts we managed
- Creation of various formats of social media posts (Facebook, Instagram) that were in pipeline for posting
- Scheduling the posts for all the accounts for the whole month in advance
- Close communication with clients and providing brief reports on the stats for the previous period
- Closing up of new collaborations with clients
- Setting and monitoring Google Ad campaigns (when needed).

Education

2015 - 2016,
Banska Bystrica, Slovakia

Master of English Language and Literature,
University Mateja Bela

Six-month specialization in Intercultural studies, while obtaining invaluable knowledge and experience from the professors from Slovakia and eminent USA guest lecturers. The studies completed with a Master Thesis on a topic – ‘Development of students’ intercultural identity during living and studying abroad: from ethnocentrism to ethnorelativism’.

2010 - 2014
Nis, Serbia

Bachelor of English Language and Literature, Faculty of Philosophy

4-year bachelor studies with focus on all the essential aspects of one language – semantics, syntax, grammar, literature, teaching. The studies were taught in the English language exclusively, as well as the exams. Gaining proficiency in all formats of lectures & projects in general.

Soft Skills

Leadership & Team Empowerment | Clear & Persuasive Communication | Decision-Making Under Pressure | Adaptability & Resilience | Emotional intelligence | Problem-Solving & Critical Thinking
Mentorship & People Development | Time & Priority Management

Core Skills

