

MALENA JOVANOVIC

Digital Marketing & Branding · Content Strategy · Creative Direction

Work Experience

Marketing Intern

FocusEconomics

- Produced 10+ short-form video series reaching 15,000–35,000 views per post, translating complex macroeconomic data into content for general audiences.
- Built content calendars and editorial briefs grounded in real-time global economic trends, connecting world events to brand-relevant narratives.
- Ran a media outreach campaign targeting journalists at Forbes, Financial Times, and The Wall Street Journal, managing contact lists, writing outreach emails, and maintaining ongoing correspondence.
- Designed campaign visuals in Canva and Adobe Suite aligned with brand guidelines across all digital channels.

Digital Marketing and Branding Intern

AFTER Studio (Belgrade)

- Managed social media strategy and visual production across three client brands spanning hospitality, beauty, and F&B, including Grand Hotel Kopaonik, Nomenclature Skincare, and Pizzeria Mig.
- Developed AI-enhanced moodboards and creative layouts as part of a full visual rebranding process for Grand Hotel Kopaonik, contributing from concept to execution.
- Traveled on-site to shoot and edit video content, handling the full production process independently.
- Tested creative variations across formats and analyzed post-performance data to continuously refine content direction.

Social Media & Event Intern

IDEJA Marketing Agency (Belgrade)

- Created and managed digital content across four hospitality and F&B brands, Spoon Kafeterija, Mama Shelter Belgrade, Hotel Balkan, and Restoran Tradicija.
- Led social media launch for Spoon Kafeterija from zero, handling content strategy, post design, and on-site event activations for the opening.
- Contributed to social media growth for Mama Shelter Belgrade (31K followers), producing content and coordinating branded events on-site.

Founder & Marketing Strategist

72Belgrade Concierge Service

- Wrote the full brand and business plan for 72BGD, a Belgrade concierge service, covering brand positioning, target audience segmentation, revenue model, and expansion strategy into Sarajevo and Zagreb.
- Developed the complete brand identity from scratch: defined the brand archetype, tone of voice, messaging guidelines, and all copywriting including taglines and client-facing communication.
- Led all visual direction using Adobe Creative Suite and Canva, building a full design system with color palette, logo direction, photography style, and visual references.
- Designed a three-tier service model (72 Taste, 72 Vibe, 72 Full Experience) with a venue commission and newsletter partnership revenue structure.

Contact



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About Me

My background sits at an intersection that is not obvious at first, branding studios, creative agencies, and an economic forecasting firm. What connects them is the same thing that connects growing up between Belgrade, New York, and Barcelona: learning to read unfamiliar rooms and find the pattern anyway. I have come to think that macroeconomics and brand strategy are asking the same questions from opposite ends, and that the space between analytical discipline and creative thinking is exactly where I want to work.

Education

BA in Digital Communication – EU Business School, Barcelona (currently studying)

High School Diploma – Hoosac School, New York (2021–2023)

Bilingual Program (French/Serbian) – 10th Belgrade's Grammar School "Mihajlo Pupin" (2019–2021)

Skills

Hard Skills

Branding & Creative Direction · Visual Identity Design · Content Strategy & Copywriting · Social Media Management & Analytics · Campaign Planning · Growth Marketing · Video Editing · Email Marketing

Tools

Adobe Creative Suite · Canva · Figma · Meta Business Suite · Later · Notion · CapCut · Claude AI · Claude Code

Soft Skills

Cross-cultural communication and pattern recognition · Brand storytelling across creative and analytical contexts · Independent project ownership from concept to execution · Comfort operating in unfamiliar environments and industries

Languages

English (near-native) · Serbian (native) · French (basic) · Spanish (basic)