

# Nikola Djordjevic

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## Strategic Editor

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## About Me

I've been in content marketing for more than seven years, starting out as a freelance blogger, then moving to in-house and agency settings as a content writer and then being promoted to a dual team lead role where I split my time between strategic editing and project management for the team.

Based in Belgrade, Serbia but open to relocation within the EU for the right role. I have Bulgarian citizenship and am authorized to work within the EU.

**LANGUAGES:** **Serbian** (native), **English** (C2, Fluent), **German** (A1, Beginner)

# WORK EXPERIENCE

## November 2025 – Present *Strategic Editor at Foundation*

- Strategic editing for B2B and B2C brand content.
- SEO, social, email campaigns, sales, and gated assets.
- Developmental and structural edits in briefs and drafts.
- Writer coaching.
- Developing SOPs and best practices.

## July 2023 – June 2025 *Content Team Lead/Manager at Minuttia*

- Managed delivery of B2B SaaS content marketing material for multiple clients.
- Coordinated scheduling and task allocation across 12 writers and editors ensuring an ~85% on-time delivery rate.
- Developed SOPs and trained staff, held writing workshops, gave writers feedback for improvement.
- Edited long-form content (from blogs to guides and landing pages and beyond) for grammar, clarity, and readability.

- Took care for developmental edits to improve content structure, argument flow, and overall impact.
- Ensured that SEO best practices are followed in all content I edited.
- Increased team throughput by 33% (65 SaaS content pieces monthly vs. 45) by introducing month-ahead writer task schedules and a faster draft approval process.
- Helped the team clear a 140-deliverable backlog within a year while working on ~250 new tasks.
- Introduced structured review processes that cut average revision cycles from 2.5 to 1.5.
- Participated in biweekly client progress calls, and produced structured reports that improved visibility on project status.
- Led product deep dive and SME interview calls to obtain knowledge and information for more relevant and nuanced content production.
- Monitored team performance against KPIs such as turnaround time, monthly throughput, and revision cycles.

#### **Case studies:**

- Contributed to creating, editing, and QA-ing high-quality UGC cluster content for Insense as part of the Minuttia team, resulting in the client ranking for 764 organic keywords, out of which 52 are in positions 1-3 on the SERPs. [Insense case study](#).
- Helped establish editorial guidelines, checklists, and SOPs (as part of Minuttia team) to streamline content production for Moosend, contributing to 5,000,000 impressions, 100,000 organic clicks, and hundreds of free trials. [Moosend case study](#).
- Oversaw as team lead a triple-layer review process to ensure editorial quality and technical precision with the end result of 200+ conversions from the best performing articles. [Toggl case study](#).

#### **June 2022 – July 2023 *Content Writer at Minuttia***

- Delivered 12 content pieces (blogs, guides, FAQs, etc.) each month with a 48-hour turnaround.
- Researched various B2B SaaS topics and keywords to create content that matches user intent and audience demographics.
- Promoted after one year to team lead position.

#### **December 2021 – March 2022 *Casino Content Writer at Sigma***

- Researched, wrote, and edited articles on various iGaming, web3, crypto, and blockchain topics.

#### **February 2020 – November 2021 *Business Reporter at Reinvantage (formerly Emerging Europe)***

- Covered news in business, tech, politics, and economics.
- Wrote original op-eds and essays on various topics on the intersection of culture, business, tech, and life in Eastern Europe.

### **July 2019 – January 2020 *Casino Content Writer at LCB.org***

- Delivered 10 content pieces monthly: casino reviews, news articles, guides, how-tos, etc.

## **EDUCATION**

- October 2014 – October 2019 **Faculty of Business Studies, Megatrend University, Belgrade Economics**

Graduated with an 8.5 GPA.