

Nikola Djordjevic

Content Manager

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About Me

Content manager with two years of experience in leading a team of writers, creating and maintaining internal content production processes, setting publication schedules, editing and quality assurance.

Note: I have dual Serbian-Bulgarian citizenship, and am therefore eligible to work anywhere in the European Union.

LANGUAGES

★★★★★ Serbian

★★★★★ English

★☆☆☆☆ German

WORK EXPERIENCE

July 2023 – June 2025 *Content Manager at Minuttia*

- Owned the content creation pipeline from content brief review to content publication.
- Developed and managed a team of content writers and contractors to produce quality work on a consistent basis — reviewed submitted work for quality control, created SOPs, held writing workshops, tracked performance KPIs and set team OKRs.
- Set and maintained an editorial calendar for several clients.
- Participated in creating the content marketing strategy for the company's clients - pitched content ideas such as whitepapers, data studies, contrarian content, etc.
- Helped manage client relationships and expectations through regular catch-up calls and reports.
- Streamlined processes wherever possible — greatly sped up the process from client-

approved draft to CMS upload from 6 hours to 20 minutes by coaching the team in Wordpress and Markdown skills; increased monthly content output for a client from 8 to 12 deliverables by changing internal SOPs.

- Improved overall team effectiveness — the team I manage cleared a longstanding deliverable backlog of 140 content pieces in one year while producing new work simultaneously.
- Oversaw content production efforts that led to high conversions and quick SERP ranking for client companies.

June 2022 – July 2023 *Content Writer at Minuttia*

- Developed unique content for a variety of client sites to improve search engine ranking and brand awareness.
- Researched complex topics independently and based on content briefs.
- Proven track record and performance led to promotion to Content Manager after 1 year.

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

- Worked on content for the company's cryptocurrency-related sister site — wrote guides on cryptocurrency gambling and the Metaverse.

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

- Researched and wrote original articles and op-eds on politics, culture, and the economy in formats including news, interviews, and analytical pieces.
- Contributed original research, writing, and editing to industry reports and whitepapers.
- Collaborated with external stakeholders on thought leadership pieces from inception to publication.
- Interviewed the then-PM of Montenegro Zdravko Krivokapić.

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

- Reviewed online casinos and online slots games while contributing to the company's daily news sites with pieces on the goings on in the iGaming industry.

EDUCATION

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

Graduated with an 8.5 GPA.