

Ekatarina (Eno) Petrovic



Versatile and results-driven professional with a strong background in corporate relations, content creation, project management, and education. Known for a solution-oriented mindset, adaptability, and exceptional communication skills. A proven leader with expertise in branding, marketing, and digital strategy, combined with hands-on experience in finance, administration, and community-driven initiatives

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EXPERIENCE

Corporate Relations Specialist

Innovation Roundtable | June 2022 – Present

- Cultivating and strengthening corporate relationships through strategic communication and project management.
- Leading marketing and branding initiatives to enhance organizational visibility.
- Utilizing CRM tools for efficient operations and data management.
- Employing creative problem-solving techniques to drive innovation and engagement.

Co-Founder & Creative Director

Slime Ent. | November 2019 – Present

- Overseeing creative strategy, branding, marketing, and operational management.
- Directing and producing multimedia content, including digital illustrations, promotional materials, and video production.
- Designing and managing company websites, ensuring brand consistency across platforms.
- Executing post-production processes, including typography, color grading, and digital asset manipulation.

Customer Service Specialist

Sitel Group (HP Support Division) | November 2021 – June 2022

- Provided technical assistance and customer support for Hewlett-Packard (HP) products.
- Guided customers through troubleshooting, setup, and connectivity processes.
- Managed inbound and outbound communication, ensuring a high level of customer satisfaction.
- Maintained accurate records using CRM tools for seamless service tracking.

Content Specialist & Photo Editor

99Dollar Social | November 2019 – November 2021

- Created engaging social media content for global brands, enhancing audience engagement.
- Curated and edited visual content, including graphics and promotional materials.
- Implemented strategic growth tactics to increase social media reach.
- Managed content scheduling and online advertising efforts.

Online English Teacher

Acadsoc | November 2019 – November 2021

- Delivered tailored English lessons to individuals and groups, focusing on grammar, reading, and speaking skills.
- Provided constructive feedback and progress assessments to students.
- Developed interactive lesson plans to create an engaging virtual learning environment.

LANGUAGES

- **Serbian** – Native
- **English** – Native / Fluent
- **Greek** – Beginner

Additional Skills

Assisted the Innovation Roundtable Summit in Copenhagen in 2023 and 2022
Assisted the Thales Paris workshop in Paris 2023
Communication skills

Leadership & Project

Management: Strategic planning, team coordination, problem-solving.

Marketing & Branding: Social media management, content creation, digital marketing.

Creative & Visual Design:

Adobe Suite, Canva, video editing, typography, color correction.

Corporate & Client Relations:

Communication, negotiation, CRM software proficiency.

Technology & Digital Tools:

Google Suite, Microsoft Office, Zoho, Jasper AI.

Other:

Music production, event planning, community engagement.



Accountant & Administrative Assistant

T-Energy, Topličina, Požarevac | July 2018 – November 2018

- Managed financial transactions and recorded business changes using Business Soft.
- Conducted banking operations, financial statements, and B2B/B2C interactions.

City Representative

American Councils | October 2018 – October 2019

- Successfully organized and executed local community projects.
- Led initiatives that fostered engagement and positive social impact.

EDUCATION

- Burr and Burton Academy, Vermont, USA – Certification from U.S. Department of State (2017 – 2018)
- FMK Belgrade, Serbia – Psychology (August 2019 – December 2019)
- Medical School, Požarevac, Serbia – High School Diploma (September 2015 – June 2019)
- Future Leaders Exchange (FLEX) Program – U.S. Department of State (2017 – 2018)
- Parlare Educational Center, Serbia – English Language Level B2 (2017 – 2018)

PROJECTS

Skatepark Reconstruction Initiative (*Funded by American Councils*)

- Spearheading efforts to renovate Požarevac's skatepark by securing funding and collaborating with stakeholders.
- Managing project design, budgeting, and implementation, with completion targeted for March 2025.

Book for a Book (*Funded by American Councils*)

- Established a book exchange initiative in local cafés to encourage community engagement and reading culture.



Awards and Certificates

- **Sustainability Program** – American Councils (2024)
- **Mentoring Mastermind** – BJD Leadership (2024)
- **The Principles of Innovation in Business** – Allison (2025)
- **CEO Mastery: Leadership & Strategy** – Allison (2025)
- **Introduction to Retail Banking** – Allison (2025)
- **TESOL Certification** – Acadsoc (2019)
- **TOEFL Certification** – Acadsoc (2019)
- **3rd Place, County English Competition** – Ministry of Education, Serbia (2019)
- **Republic English Competition Participant** – Medical School of Požarevac (2019)
- **Certificate of Excellence** – FLEX Volunteer City Representative (2018 – 2019)

Software Proficiency

Adobe Suite (Photoshop, Premiere Pro, Lightroom)

Google Suite (Docs, Sheets, Drive)

Microsoft Office (Word, Excel, PowerPoint)

Canva, Jasper AI

CRM & Posting Platforms (Zoho, Meta, LinkedIn, TikTok, Instagram, Google Business)





Ekatarina Petrovic

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