

Milos Risticovic

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EDUCATION

Concordia University — *BSc*
Honours in Biology
GPA: 3.73
Graduation with Distinction

September 2019 - May 2023

Google Professional Certificate Training Programs

Google Digital Marketing & E-Commerce Professional Certificate
Google Data Analytics Professional Certificate (in progress)

April 2024 - Present

WORK EXPERIENCE

Fittcoach

Personal Trainer

- Worked with clients to develop workout programs to achieve long-term fitness goals
- Used Google Workspace and Microsoft Office to create programs and share/communicate information
- Continuously received feedback, analyzed information and adjusted plans to best suit client needs

January 2022 - September 2023

Digital Marketing Assistant

Digital Marketer for @deevaandfood

- Helped grow TikTok account to 200,000+ followers
- Blog development with WordPress and Wix with integrated analytics tools
- SEO focused blog copywriting with multiple blog posts ranking in top five positions in SERPs for specific keywords
- YouTube video editing, thumbnail design and SEO focused title and caption writing
- TikTok video editing and developing concepts
- Mailing list copywriting and CRM experience

December 2021 - Present

ADDITIONAL EXPERIENCE

Concordia University Undergraduate Thesis

Independent Researcher

- Investigated the function of a recently characterized *C. albicans* gene
- Collaborated with other lab members on overlapping topics but took on the project independently
- Experience in high responsibility environments (Biosafety Level 2 lab and microscopy center)
- Researched, designed procedures and used problem-solving skills to overcome various obstacles

September 2022 – May 2023

SKILLS

Technical Skills: Proficient in **HTML, CSS, JavaScript** and **React**, specifically for front-end development and design. Knowledgeable on using **Microsoft Excel** and **SQL** for data analytics. Skilled in using analytics and SEO tools including **Google Analytics, Google Search Console, Ahrefs** and **Semrush**. Experienced in using email marketing software and CRMs including **Brevo** and **HubSpot**.

Design Skills: Experienced using design and editing software including **Canva, Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, Adobe After Effects, Adobe InDesign** and **CapCut**. Blogging experience both in SEO focused copywriting and web development using popular CMSs including **WordPress** and **Wix**.

Professional Skills: Leadership, working both collaboratively and independently on projects, passionate about learning new things, problem-solving mentality, dependable and open to feedback, strong written and interpersonal communication skills

Languages: English and Serbian