

Milos Ristovic

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Full-stack developer and digital marketer with a track record of growing audiences and building products from scratch. Creator of Ukus, an independent restaurant journal web-app serving 20,000+ listings. Equally comfortable writing code, crafting content strategy, and analysing data.

PROJECTS

Ukus — Restaurant Journal Web-App (Independent Project)

January 2026 - Present

<https://ukus.ca/>

- Built end-to-end using Astro (SSR), React, TypeScript, Node.js, and MongoDB — sole developer handling all architecture, design, and deployment on Render
- Database of 20,000+ independent Canadian restaurants with automated enrichment pipeline using Serper API and Python
- Full authentication system with email verification, user profiles, social following, restaurant logging, and a personal analytics dashboard
- SEO-optimised with server-side rendering, structured data (JSON-LD), auto-generated sitemaps, and Google Analytics / Search Console integration
- Implemented MapLibre GL maps, cuisine passport, influencer profiles, and a shareable dining data visualisation feature
- Handle all aspects of the business independently: product, development, content, marketing, and growth strategy

WORK EXPERIENCE

Digital Marketing Assistant - @deevaandfood (Freelance)

December 2021 - Present

- Grew TikTok account from zero to 200,000+ followers through consistent content strategy, trend analysis, and audience development
- SEO-focused blog copywriting with multiple posts ranking in top five positions in SERPs for targeted keywords
- Blog development with Astro including integrated analytics tools (previously also handled on WordPress and Wix)
- YouTube video editing, thumbnail design, and SEO-optimised title and description writing
- Mailing list copywriting and CRM management

Freelance Web Developer & Digital Consultant — Maryum Stylzzz Hair Salon

January 2026 - Present

- Designed and developed a full business website at maryumstylzzz.com using modern web technologies, producing a complete branded online presence from scratch
- Integrated Setmore scheduling software to enable online appointment booking, reducing friction for new and returning clients
- Handled the full client workflow independently — from requirements gathering and design to deployment and handoff

Fittcoach

January 2022 - September 2023

Personal Trainer

- Designed and delivered personalised fitness programs for a diverse client base with varying goals
- Used Google Workspace and Microsoft Office to manage client programs and communications
- Continuously gathered feedback, interpreted results, and adjusted plans — building strong habits around data-driven iteration

EDUCATION

University of Victoria

September 2025 - Present

MSc in Biology (In Progress)

Concordia University

September 2019 - May 2023

BSc Honours in Biology — GPA 3.73 · Graduated with Distinction

Google Professional Certificate Programs

April 2024 – May 2025

Google Digital Marketing & E-Commerce Professional Certificate

Google Data Analytics Professional Certificate

SKILLS

Development: HTML, CSS, JavaScript, TypeScript, React, Astro, Node.js, Express, MongoDB, Python, SQL

Marketing: SEO, content strategy, copywriting, Google Analytics, Google Search Console, CRM, email marketing, TikTok, YouTube

Tools: Git, VS Code, Render, Namecheap, MongoDB Atlas, Serper API, Microsoft Excel, Google Workspace

Languages: English (fluent), Serbian (native)