



Teodora Vukolic



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EDUCATION

- Bachelor studies (2013-2017) – Management
- Graduate thesis – „Application of machine learning algorithms for customer prediction in hair care product industry“
- Master studies (current) – Business Intelligence

EXPERIENCE

DIGITAL MARKETING ASSISTANT/INTERN • EXECUTIVE GROUP

12/01/2016 – 02/01/2017

- Market research followed by creating social media strategy for clients and representing it to mentors
- In charge of strategy implementation and community management on daily basis
- Working on copywriting and visual solution proposals
- Analyzing digital campaigns and social media content
- Creating weekly and monthly reports using Excel and Power Point
- Main clients: Carlsberg, Sombold, Coca-Cola Hellenic, Nestle

HR INTERN • COCA – COLA HELLENIC •

01/04/2016 - 10/05/2016

- I worked in team with 3 more interns and mentors on Coca-Cola Birthday event for the first time
- Planning, executing and coordinating whole event which included all CCH employees in Belgrade (about 1500)
- Creating time line for event preparation and event itself
- Creating and reducing cost estimate
- Simultaneous communication with mentors and marketing agency which was in charge of logistics

SKILLS

PERSONAL:

Public speaking • Equally effective as individual and team player • Creative thinker • Analytical and objective • Energetic and ambitious • Proactivity and Initiative • Problem solving oriented

COMPUTER:

●●●●● MS Office Suit, SPSS, Orange, Tableau, DEXI, Microsoft SQL Manager Server, Rapid Miner

●●●●● HTML, CSS

●●●●● Python

COMPETITIONS

CASE STUDY • BUDI COOLTURAN • ESTIEM

23/10/2016

- Task: “Brand bigger than the festival” for company Exit festival
- Goal: Expand business portfolio, increase profit
- Solution: Innovative business model for musical education under name “Enroll Exit” which includes education (DJing, sound design, solo singing etc.), making connections between participants and mentors and promotes cultural and artistic freedom

CASE STUDY • CASE STUDY SHOW

02/03/2016 – 12/03/2016

- Task: “Employee engagement“ for Coca-Cola company
- Goal: Create innovative solution for better organizational culture
- Solution: Integrated IT solution in form of application for internal usage under name “Coca-Colla4US”. This holistic platform would encourage employees to give more frequent feedback, to communicate better with their colleagues on different positions and departments, develop personal and leadership skills etc.
- My team and I won the first place

VOLUNTEER EXPERIENCE

BELGRADE UNIVERSIADE

04/06/2009 – 22/07/2009

- Working on everyday reports about eventual damages or unpredictable situations
- Reception work and solving current problems
- Giving relevant informations to participants, volunteers and supervisors about event, competitions, directions etc.

LANGUAGES



English



Spanish