

Ms. Tamara Rosic

Marketing Strategy & Digital Marketing || tech & start-ups

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Areas of Expertise

B2B2C, Marketing Strategy, Brand Management, Corporate Identity, Digital Marketing Strategy, Content Strategy, Content Management, Marketing Automation, Event Management, Communications, Business Metrics

Marketing Skills

Market Segmentation, Marketing Planning, Business Propositioning, Marketing Operations, Product Messaging, Event Marketing, Event Management & Coordination, Display Marketing, Multichannel Campaigns, Lead Generation, Nurture, Drip Nurture Campaigns, Digital Marketing, Digital Information Channels, Online Marketing, Online Media, Email Campaigns, Multi-Touch Nurture, Digital Content, Social Media Strategy, Analytics, Reporting, Forecasting

WORK HISTORY

Chief Marketing Officer

reTyre, Oslo, Norway | Oct 2018 – Present

FOCUS: Go-to-Market Strategy, B2B2C; Marketing Operations; Sales Enablement; Business Development

Responsible for the expansion and go2market strategies for an innovative product in the sports industry. Setting up marketing processes and comprehensive digital- marketing and sales strategy. Aligning operational, sales and marketing efforts. Forming the marketing department, leading and coaching the marketing team.

Marketing Operations Strategist

TAMARA ROSIC PR | March 2018 – Present

FOCUS: Marketing Strategy & Operations, B2B, B2C; Marketing Data; Business Development; Competitive Analysis.

Correctly evaluating marketing initiatives and helping companies define best marketing strategy. Aligning operational, sales and marketing efforts; helping companies design, build and maintain a comprehensive digital marketing strategy and best practices; enabling in-house teams to perform daily tasks. Using important business performance metrics to determine how marketing programs are and/or should be performing.

- Defined a marketing strategy and further steps for a CV-alike advertising platform.
- Helped an exciting video-stream platform define their whole business model and go-to-market strategy; performed a comprehensive competitive analysis and defined marketing strategy.

Marketing Manager, Global

NIAGARA NETWORKS, San Jose, CA, USA | Feb 2016 – November 2017

FOCUS: Marketing Operations; Brand Management; Event Marketing; Digital Strategy; Marketing Automation; Dem Generation; Product Marketing; Content Creation; Copywriting; Social Network Management; Online Media; Website Dev; Optimization; Campaign Management; Automation; Budget Ownership & Control; KPIs; Marketing Plans.

Defined and owned global marketing & brand strategy for the newly spun-off tech company, including but not limited to:

- Brand exposure via global events strategy, demand generation & influencer strategy – exhibiting on more than 25 worldwide industry events to increase the global visibility, while simultaneously running multichannel marketing campaigns and growing as a recognizable brand in NV field; landed us several major enterprise-level deals in only one year, despite our long sales-cycle, securing >30% revenue growth.
- Website and & inbound strategy – launching a new, custom-made, intuitive, responsive, automation-enabling (supporting form creation, landing pages, A/B testing) website, combined with a new content strategy and best practices, increased our website performance and conversion rates drastically.

- Digital strategy – adding a marketing automation platform helped in executing global multichannel strategy across different digital marketing channels (web, blog, social, email, search engine and display channels)
- Involving marketing in Sales and SDR process and helping them out with automation and immediate key insights ensured they could better focus their sales development efforts and increased team productivity (by 25% in number of handled leads and immeasurable in overall satisfaction) and business performance.
- Digital strategy & campaign metrics also helped strengthening our position as influencers, in partner management and helping field sales, by using measurable campaign tactics (competitor insights, performance reports, KPIs and key insights) for campaign planning & optimization strategies but also for internal processes improvement.

Marketing Manager & Channel Marketing EMEA

INTERFACE MASTERS TECHNOLOGIES, San Jose, CA, USA | September 2015 - February 2016

FOCUS: Market Segmentation; Audience/Customers Targeting; Customer Acquisition; Channel Enablement; Partner & Customer Campaign Programs; Joint Program Participation; Event Organization; Nurture Programs; E-mail Campaigns; Direct Mailing; Analysis.

Defining, implementing and measuring region-specific marketing strategies, partner marketing plans and lead-generation programs for an US Network Security Vendor across EMEA market. Defining & profiling target audience, building and maintain the right contact database, identify trends, optimizing demand generation, lead generation, qualification, and conversion to opportunities for the sales team. Managing partner base, relevant internal and external service providers, end-to-end customer experience and engagement.

- Created channel on-boarding and enablement process
- Initiated a Partner Portal development (platform for deal registration, support, communication toolkit, partner- & customer-facing documents, podcasts, videos, trainings, webinars).
- Acted as a liaison between operations, sales and the central marketing organisation, getting a unified process across the company. I identified company's biggest pain point – lack of a proper customer database. My insisting led to cross-departmental changes: implementation of a proper sales CRM; an upgrade of Operations' system so it can integrate with sales CRM and communicate order status and on-stock information; upgrade of the Customers Service and Support System so it can integrate with sales & marketing CRM; creation of a centralized document sharing system; improved internal communication by setting-up weekly meetings to gather important information across different departments and setting up regular internal newsletters.

Marketing and Sales Assistant

NETWORK PERFORMANCE CHANNEL, Vöcklabruck, Austria | September 2013 - May 2015

FOCUS: Field Marketing; Channel marketing; Sales Support; Project Management; Partner Acquisition; Incentive Campaigns; Loyalty Campaigns; Event Marketing; Event Management & Coordination; Website; Social Media.

Executing marketing initiatives and campaigns designed for different verticals, throughout EMEA region at a global Information Technology VAD (value-added-distributor). Organising and hosting local offline events and joint-programs, awareness campaigns, partner seminars, coordinating 3rd party IT events, professionally presenting the company through discussions, conversations and excellent content (white papers, eBooks, podcasts, videos, product collateral, webinars and event content, online advertising, infographics and case studies).

- Grew the channel base to over 40 (VAR and VAD) channel partners across EMEA market, keeping them all up to date on product and service offerings
- Marketing developed an event lead-generation and list-segmentation app, for easier lead acquisition & nurture (before automation-tools popularity period)
- Maintained the best SEO ranked website in the industry (first place in organic search), better rated than vendor's websites

Senior Officer in NPRLCS

ALPHA BANK SERBIA, Belgrade, Serbia | November 2010 - August 2012

- Starting a new department in a Balkan's-region leading bank
- Leading a team of 20

Collections Manager – Operations & Project Manager

CYCLE CREDIT SERBIA, ICAP GROUP, Belgrade, Serbia | April 2008 - April 2010

- Managing and coordinating the operational and system infrastructure of major operating unit of the company (B2C), responsible for the development and management of another, B2B sector. Managed multiple major projects simultaneously.
- Grew the team from 10 to 40 people.

EDUCATION

MA Art Management; Academy of Fine Arts, Belgrade; Oct 2005 – Feb 2011; GPA 9.16

MA Journalism and Mass Media Management; Academy of Fine Arts, Belgrade; Oct 2005 – Feb 2011; GPA 8.94

ACTIVITIES & SKILLS

Computer Skills

Proficient in Microsoft Office - Excel, Word, Power Point, Access, SharePoint, Office 365; Google Analytics, Google AdWords; CRM, CMS, Database Management; Salesforce; HubSpot, Marketo; WordPress, ModX; HTML/CSS; Adobe Creative Suite & Design Tools; Calendar Tools; Social Media – LinkedIn, Twitter, FB, Insta.

Personal Skills

- Ambitious, proactive, innovative, life enthusiast, energetic, self-starting, problem-solving.
- Excellent communication skills, collaboration and coordination, analytical, attention to details, deadline-driven.
- Able to work independently and multitask in hectic international working environment, cross-departmentally and across time-zones with remote team members.

Languages

- English – full proficiency
- Serbian – native
- Norwegian – intermediate
- German – intermediate

Certifications

- Digital Marketing 1 – General Assembly – 92% (42% average score)
- Negotiations Skills - Huthwaite International
- MIS - Qualco SA
- HubSpot – in progress
- AdWords – in progress

Other

- Eligible to work in the EU/EEA