**Luka Soskic**

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# Work Experience

**Public relations intern**

**Interaktiv | Forest Fest | May-June 2017**

Member of leading PR team, associate of the market analysis team

* Analysing, archiving and categorizing all relevant web portals for the festival
* Arranging meetings, organizing team buildings, managing scheduels
* Cummunicating with foreing associates

## Promotion Supervisor

## Kreativa Unlimited | August 2016

Lead a team of promoters that delivered campaigns for major brands including *Coca Cola*, *VIP* and *Doncafe*

* Leading briefings and client meetings; Promotion planning and goal setting
* Delegating tasks, tracking progress and keeping the team spirit high
* Monitoring on site activities
* Tracking results and creating reports for the client
* In charge of special events customized for specific clients

## Promotion Supervisor

## MPG DOO | March 2016

Planning and delivering promotion activities for domestic and international brands including *Frikom*, *Dijamant* and *Mars*

* Promotion planning, pipeline management and goal setting
* Direct contact with the consumer;Representing the brand while collecting valuable feedback for the client
* Resource management and material distribution among all promoters and locations

## Warehouse and Inventory Analyst

## Sigma Shipping DOO | March 2014

Responsible for onsite activities as well as administrative support

* Planning and Monitoring shipping and delivery
* Adjusting delivery schedules as necessary to meet customer delivery dates
* Administrative support (accounting, transportation schedules, customs procedures)

## Marketing Manager

## Nana bakery | 2010 - 2012

Built a family business from the ground up

* Creating the company’s visual identity (Logo design, digital and physical promotion materials)
* Market research and analysis
* Hiring staff and monitoring day to day activities
* Leading client meetings and sales pitches for potential clients

# Event Management Experience

Contributed to the realization of several major events including:

* Balkan Tube Fest October 2016
* Concerts: Dino Merlin, EKV, Parni Valjak
* Weddings and parties for over 300 guests
* Belgrade Beer Fest 2018

**Co-Owner and CEO**

**Reload | March 2017-ongoing**

* Creating and developing company's identity, ideas and campaings
* Negotiating with club owners, sponsors, distributors and clients
* Leading the team of 15-20 members, arranging meetings
* Updating Facebook and Instagram pages of the organization

# Education

## Faculty of Organizational Sciences

Bachelor’s Degree | 2018 | University of Belgrade

**Sixth Belgrade Grammar School**

# Other

* Driving license B category
* MS Office skills
* Captain of FON's volleyball team