



NENAD LATINOVIĆ

SEO & CONTENT SPECIALIST

EXPERIENCE

SEO specialist

Zavarovalnica Triglav d.d. | 11.2023 - ...

- Leading SEO efforts on 6 markets
- Enterprise SEO & Project Management

SEO specialist

Ceneje.si/Heureka Group (CZ) | 01.2022 – 11.2023

- Managing organic traffic on 4 markets – appx. 20 M URLs
- Enterprise SEO
 - Upskilling the content dept. for optimizing content & content creationg
 - Content, marketing, UX & dev dept. coordination
- Major wins:
 - Traffic acquisition 4 product lines/series (extra 3000 clicks)
 - 100%+ traffic increase on advisory content

SEO specialist (until 07.2021) -> Head of marketing (from 07.2021)

Dspot d.o.o., Kranj | 04.2021 - 12.2021

- SEO team lead (3 pers.) & accounts (Delavska hranilnica, Venera Shop ...)
- Google Ads campaigns
- Main wins:
 - Traffic increase on all accounts, most notably Domtrade

Marketing manager

Remotesome | 02.2021 – 04.2021

- Inbound marketing and link building

Sales and content marketing

Quo Vadis d.o.o., Ljubljana | 07.2015 – 02.2021

- 33% YOY organic growth (year-long SEO campaign)
- Sales and business development (EUR travel fairs)


EDUCATION

BA in Comparative Literature

10.2009 – 06.2013

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 Ljubljana

LANGUAGES

English - Professional proficiency

SRB/HRV - Native

SKILLS

|| Software

Microsoft 365

Google Workspaces

Ahrefs/Semrush

Screaming Frog

Google Tag Manager

Universal Analytics / GA4

Looker Studio

|| Soft skills

Agility

Clarity

Team player

Communication