



Passionate about marketing, technology, design, photography and all things digital.

CONTACT



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HIGHLIGHTS

- Salesforce Advanced Administrator - 5 years
- Pardot Marketing Automation Certified
- Marketo Marketing Automation expertise
- Results and metrics-driven and confident managing marketing budgets
- Process-oriented and comfortable analyzing, developing and implementing marketing and business development processes to deliver scalable results
- Programmatic buying, Content Marketing Digital Media, and Communications
- Worked with the biggest software companies in the world: SAP, Oracle, IBM, Microsoft
- Confident positioning new and existing products
- Lead on new products - on site at conferences, webcasts and sales training
- Head campaign organizer and writer for collateral, web strategy, lead capture and conversion assets
- 7 years of coding experience with HTML, CSS, HTML5, Javascript
- 6 years of design experience with Photoshop, Illustrator, InDesign
- Leadership experience
- B2B Product Marketing experience

BORIS JOVIC

MBA | SALESFORCE CERTIFIED | GOOGLE CERTIFIED

EXPERIENCE



2017

Head of Growth

Logic Software - Toronto, ON

- Mandated to develop ABM process for outbound campaigns. Saw an increase of 27% revenue within 1 month by implementing growth strategies and sales technology (SalesLoft)
- Implemented Pardot Marketing Automation, created and ran campaigns and developed lead generation and hand-off process
- Scaled lead and demand generation and automated processes to ensure long-term growth
- Improved trial-conversion rate by 300% using proven digital marketing strategies: social, website, content
- Generated predictable lead flow using digital channels - delivered 1000 leads per quarter. Responsible for 60% of pipeline revenue through targeted marketing campaigns and programs
- Optimized web presence using technology, and improved search rankings. Implemented Uberflip content curation technology
- Led a team of 5, including developers, designers, and content managers for a 4-month interim period



2016

Marketing Manager

Surteco North America - Brampton, ON

- Mandated to improve the digital marketing presence for 3 brands: Doellken, Canplast and Surteco North America - Launched new websites in 8 weeks and under budget
- Maintained ROI for six-figure budget
- Mandate to generate leads through digital channels. Initiatives include social media, website development, content strategy, email campaign strategy, digital asset creation and management, CRM optimization
- Global lead on implementing content strategy and improving social media visibility
- Salesforce.com CRM Administrator for 40 users
- Increased website traffic by 30% using SEM tactics and optimization



2012-2015

Marketing Manager

VIZIYA Corp. - Hamilton, ON

- Marketing lead for a B2B SaaS company. Helped grow revenue from \$5 million to \$20 million in 3 years
- Improved lead generation and lead nurture process by lowering cost-per-lead by 65% and decreased marketing expense by 50% by focusing on digital marketing
- Increased leads by 400% for a team of 20 sales people - delivered over 1000 leads per month by running targeted campaigns to segmented audiences
- Developed successful strategy and direction of content marketing, website and digital presence
- Led a marketing team of 4 people, plus agencies
- Implemented and administered salesforce.com CRM and Marketo Marketing Automation
- Worked closely with sales team and business development to develop and enforce process



2012

Marketing Coordinator

Allied Equity Group - Dubai, UAE

- Worked closely with government officials and consultants to market a parking infrastructure project in Dubai, UAE
- Oversaw the development and creation of marketing collateral



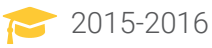
2009-2011

Marketing Coordinator

Azotara Subotica - Subotica, Serbia

- Coordinated the marketing effort at one of Eastern Europe's largest fertilizer producers
- Promoted to Marketing Coordinator during final year after internship position
- Conducted market research and analysis that led to an increase of revenue by 30% in 12 months

EDUCATION



2015-2016

Master of Business, Marketing

University of Bologna Business School - Bologna, Italy

- Worked with Lamborghini, Ducati, Meliconi, BOBST Italia, GreenApes to develop marketing strategy.



2011-2012

International Business Management Diploma

Lawrence Kinlin School of Business- London, ON

- Highstreet Asset Management Scholarship Award - awarded to the student who shows the highest level of academic achievement in a post-graduate business program
- Fanshawe Alumni Bursary Awards - award to students that show great academic achievement
- Dean's Honour Roll - GPA - 3.97



2007-2011

BA English Language and Literature

University of Western Ontario - London, ON

- Best Essay in Narrative Theory 2220G
- Best Research Paper in 20th Century British and Irish Literature 3554E
- Best Performance in Canadian Drama 3776F
- Best Performance in Dramatic Forms and Genres 2400E
- Dean's List 2010, 2011

CERTIFICATIONS



TECHNOLOGY EXPERTISE

MARKETING AND SALES



WEB AND DESIGN



PROFESSIONAL HIGHLIGHTS

SEO/SEM/Programmatic/RTB

Adobe Creative Suite

Google Analytics

Marketing Automation

Salesforce CRM

Team Management

Project Management

Adaptability

Time Management

Leadership

ACTIVITIES

Member of the Board of Directors
2016

Parkview Children's Centre

Global Vision Leaders Conference

March 2012

Winner of the Parks Canada Challenge

President of Serbian Society (UWO)

2010-2011

President of cultural club that consisted of 70 students

Cherniak Cup Western Law School Trial Competition

March 2010

Intensive competition of mock trials spanning various areas of law. Part of a team that qualified for the semifinals.

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