

# SARA JELEN

## CONTACT

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## SOCIAL MEDIA

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## EXPERIENCE

### CYBERSECURITY WRITER/MARKETING SPECIALIST

SECURITYTRAILS | JUL 2018 -PRESENT

- Researching and writing content for the blog on different topics and news in information security, leading an interview series with infosec professionals and entrepreneurs, community-oriented content, website copy, newsletters, video scripts, and creative direction
- Social media marketing, crafting and scheduling posts for social media, primarily Twitter, branding, leading the content strategy for social media
- Onboarding projects

### CONTENT MANAGER

SAASFOREST/SURVEYFOXY | FEB 2018 -OCT 2018

- Main content writer from the development of the website until release, entire website copy, providing voice and branding to the vision and mission of the company
- Creative involvement in website design
- Onboarding

### SOCIAL MEDIA MARKETING

LEFKAFADA APARTMENTS | APR 2018 -SEP 2018

- Writing content for social media platforms, posting on forums
- Negotiating deals over social media, keeping a calendar with reservations

### HELP DESK AGENT

NCR CORPORATION | SEPT 2017 - AUG 2018

### CUSTOMER CARE REPRESENTATIVE

MORPH NETWORKS | APR 2017 - SEP 2017

### FREELANCE WRITER

| NOV 2017 -PRESENT

- Working in different niches ranging from fashion, entertainment, SaaS and IT.
- Different profiles of clients, SEO copywriting, published on different blogs, working primarily on English language.

## EDUCATION

### METROPOLITAN UNIVERSITY, FACULTY OF MANAGEMENT

BUSINESS AND MARKETING MAJOR / 2019 - 2023

### FACULTY OF PHILOSOPHY, UNIVERSITY OF BELGRADE

ANTHROPOLOGY MAJOR / 2016 - 2017

## SKILLS

- Human-centric perspective to different topics
- On-site SEO
- Copywriting
- Creative writing
- Interviewing, both live and written
- Social media marketing strategy
- Art Direction
- Creative direction