

Milos

Jakovljevic



Contact

LinkedIn:

<https://www.linkedin.com/in/milosjakovljevicdubai/>

Website:

<https://www.milos-jakovljevic.com/>

Clients

Emaar Properties, Dubai Opera, The Dubai Mall, At The Top Burj Khalifa, Namshi, Address Hotels + Resorts, Reel Cinemas, Bayut.com, The Burj Club, Emaar International, Dubai Aquarium & Underwater Zoo, noon.com, Vida Hotels, Dubai Ice Rink, ekar, Knight Frank, Abu Dhabi Islamic Bank, KidZania, Rove Hotels, Ekart and others

Languages

English (Full Proficiency)
Serbo-Croatian (Native)
Spanish (Beginner)

Hobbies

- Creative Writing
- Film
- Music
- Fitness

Summary

Senior English Copywriter and Content Writer with six years of experience across Dubai's publishing and real estate industries. Named over 70 communities, buildings and apps across Dubai. Strong background in client relations via EMAAR, Bayut.com and ITP Media Group.

Skill Highlights

- Copywriting
- Content Writing
- Web Content & SEO
- Research & Journalism
- Brand Building
- Product Naming
- Digital & Social Copy
- Press Releases

Experience

Senior English Copywriter - 01/2018 – 11/2020 (three years)

EMAAR, Dubai

- Content creation across the EMAAR group
- Writing copy across business units, including the Chairman's office, Corporate, Development, Dubai Opera, The Dubai Mall, Emaar International, Reel Cinemas, and other assets
- Fast-paced delivery of 360 campaign work, including names, concepts, slogans, web copy, press releases, brochures, videos, emailers, digital ads and outdoor advertising
- Managing a team of freelancers and interns
- Editing the content of marketing, PR and event agencies

Creative Content Specialist - 03/2016 – 12/2017 (two years)

Bayut.com, Dubai

- Working closely with the Marketing Manager to create and execute the content plan/schedule
- Managing a team of writers in developing SEO-ready content
- Founding and content managing the company's blog, MyBayut
- Producing press releases, video ads, radio ads, digital and print ads

Temporary Editorial Research Executive - 07/2015 – 03/2016 (less than a year)

ITP Media Group, Dubai

- Sourcing articles, imagery and information for the Editor to complete publications
- Articles for Abu Dhabi Islamic Bank Magazine, General Civil Aviation Authority Magazine, The Walk at JBR and other publications

Education

Master of Arts: **Creative Writing** – 2012, **University of Kent**, UK

Selected Honours

Nominated for Best Employee award: **EMAAR**

Certificate of Completion – Dubai Happy City Program: **Harvard Graduate School of Design**

1st Prize for Poetry in English: **Serbian Library in London**

International Taught Masters Scholarship: **University of Kent, UK**

Fund for Young Talent Scholarship: **Ministry of Youth and Sports Serbia**

Highest Achievement in Drama Award: **University of Novi Sad, Serbia**