

# Maja Stefanovic

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## WORK EXPERIENCE

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### HERE Technologies

*Campaign Copywriter - Automotive*

**Aug. 2021 – Present**

*Berlin, Germany*

HERE, a location data and technology platform, moves people, businesses and cities forward by harnessing the power of location. My role as a copywriter covers:

- Campaign copy production, including event collateral, newsletters, social, discovery and awareness ads
- Long form copy, including whitepapers, eBooks and case studies
- Website copy for here.com, particularly event or webinar landing pages and related content (agendas, sign up forms, etc.)
- Production of guidelines and rulebooks for internal use to ensure all brand related content adheres to the same structure for brand consistency

### The Circus GbR

*Communications Manager*

**Oct. 2017 – Jul. 2021**

*Berlin, Germany*

The Circus Berlin includes three levels of accommodation (Hostel, Hotel, Apartments) with one idea that unites them: a premium service approach to hospitality. My role as Communications Manager covers:

- Creating the brand's voice consistency, editing website copy and design, producing online content (text, image) for online marketing purposes
- Managing all internal and external communications, creating and maintaining relationships with collaborators
- Conceptualizing, designing and executing a website for online selling of customizable bed solutions

### Various Clients

*Writer*

**Jun. 2017 – Present**

*Berlin, Germany*

Writing academic papers of various lengths, as well as white papers, survey and trend reports, and website copy for different industries.

- Writing and proofreading of academic papers that cover various topics
- Drafting white papers and survey reports for the automotive industry
- Creating website copy for a health tech startup
- Drafting and developing blog articles for a medical startup

### WeCONNECT Global Leaders GmbH

*Sales Manager*

**Feb. 2016 – Jun. 2017**

*Berlin, Germany*

we.CONNECT Global Leaders GmbH is a Berlin-based international B2B conference and digital media company. My role as Sales Manager covered:

- Performing market research and prospecting event delegates
- Building relationships with delegates and maintaining existing ones
- Contacting relevant industry experts and making sure the events' revenue targets are reached

## Healthy Marketing Team

*Junior Branding Consultant*

**Dec. 2014 – Feb. 2014**

*London, UK*

Specializing in consumer-driven innovation in nutrition and wellness, HMT consultants help clients rebrand and rebuild their market presence. My role as Junior Marketing Manager covered:

- Directing the collaboration with international clients for optimal branding strategy development
- Performing extensive market research and trend spotting
- Creating content for the blog and newsletter, translating workshops and seminars into strategic roadmaps

## EDUCATION

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### Lund University

*Faculty of Humanities*

MA in Applied Cultural Analysis

**Oct. 2013 – Jun 2015**

*Lund, Sweden*

### Belgrade University

*Faculty of Philology*

BA in Italian Language & Literature

**Oct. 2008 – Jun 2013**

*Belgrade, Serbia*

## LANGUAGES

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**English & Serbian**

*Native*

**Italian & Spanish**

*Fluent*

**German**

*Proficient*

## ADDITIONAL SKILLS

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- Content Development | Planning & Publishing | Editorial
- Communications | Proofreading | Editing | Content Creation
- Conceptualization | Brand Communications