



# Maša Miladinović

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## WORK EXPERIENCE

08/2024 – CURRENT Podgorica, Montenegro

**TECH4RIGHTS SUMMIT - PROJECT COORDINATOR** BRITISH EMBASSY IN MONTENEGRO AND CHEVENING SECRETARIAT

- Coordinating the implementation of the regional project funded by the UK Government's Chevening Alumni Programme Fund, aimed at gathering high profile experts on two days event in Montenegro to tackle the topic of advancing human rights through the use of digital technology.
- Sector: Human rights, education, healthtech.
- Main tasks include: project management, developing the project timeline, resources planning, coordinating the project team, communication with key stakeholders, developing the communications and visibility strategy.

01/04/2024 – CURRENT Podgorica, Montenegro

**MARKETING STRATEGY CONSULTANT (B2B AND B2C)** PROFITAPP INTERNATIONAL A.D.

- Industry: Fintech
- Analysis and creation of the company's long term marketing strategy.
- Analysis of the organizational structure and giving recommendations for restructuring (Product-Marketing-Sales) that resulted in better cross-departmental collaboration.
- Collaboration with key stakeholders: CEO, Business and Sales, Product Team, Design.
- Leading the rebranding and new website development project

**Business or Sector** Financial and insurance activities | **Website** <https://profitapp.me/>

30/12/2022 – 17/06/2024 Podgorica, Montenegro

**B2B PRODUCT MARKETING AND BUSINESS DEVELOPMENT MANAGER** LOGATE D.O.O.

- End to end responsibility for marketing the company's products in the telecommunications vertical (Core network functions for network policy management and enterprise email system).
- Creation and implementation of product marketing strategy and content strategy
- International events participation - coordination, company presentation and networking
- Market research and analysis
- Collaboration with Product team, Sales, COO, CFO, designers, web developers.

**Website** <https://logate.com/openprovider/>

11/2021 – CURRENT Podgorica, Montenegro

**MARKETING LEAD** LOGATE D.O.O.

- Analysis, creation and implementation of the company's long-term marketing strategy, focused on expansion to international markets (telco and fintech domains)
- Creation and organisation of marketing department to fit long term growth goals.
- Leading a team of 3
- Collaboration with product managers, sales managers, designers and top management
- Marketing processes automation (development of funnels and methodologies to fit the company's needs)
- Brand management
- Corporate website project management

01/09/2018 – 20/08/2020 Podgorica, Montenegro

**PROJECT OWNER AND PROJECT MANAGER** LOGATE INSTITUTE OF INFORMATION TECHNOLOGY

- Business ownership and management - established the first private IT Institute in Montenegro.
  - Participation in project idea brainstorming, SWOT analysis, needs assessment and business goals creation (mission, vision, values)
  - Brand building and development (visual identity, communications and marketing strategy, messaging)
  - Marketing campaigns creation and execution (social media and website establishment)
  - Customer relationship management
  - Logistics management
  - Legal - certifying the Institute within the National Center for Expert Education
- Hackathon.me - End to end leading of a regionally acknowledged hackathon competition project (ideation, goal setting, marketing strategy, execution and follow up)

- Interakt.me - End to end event management, from ideation and concepting to execution.
- Leading a team of 3 people

**Website** <https://logate.institute/>

03/07/2017 – 01/09/2018 Podgorica, Montenegro

**TECHNICAL MARKETING & SALES ASSISTANT** LOGATE D.O.O.

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- Creation and standardisation of sales and marketing processes and collaterals.
- Marketing content and community management (social media and website)
- Leading and facilitation of the company rebranding process

**Website** [www.logate.com](http://www.logate.com)

30/07/2015 – CURRENT Brussels, Belgium

**SOFT SKILLS TRAINER** BOARD OF EUROPEAN STUDENTS OF TECHNOLOGY

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- Delivered training sessions to technical students on international events in Montenegro, Serbia, Macedonia, Italy.
- Delivered 139 training hours, on 39 sessions, within 31 training events. Topics covered: Project management, Presentation skills, Communication and feedback, Facilitation and effective meetings, Team Leadership, Team Dynamics.

**Business or Sector** Education | **Website** [www.best.eu.org](http://www.best.eu.org)

01/07/2016 – 01/07/2017 Brussels, Belgium

**TRAINING DEPARTMENT SECRETARY** BOARD OF EUROPEAN STUDENTS OF TECHNOLOGY

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- Managed an international department of the organization, that deals with creating, implementing and supporting the educational system of the organization across Europe.
- Managed the work of a pool of over 500 trainers across Europe, that deliver training sessions throughout the year on different training events, educational seminars and symposiums organized by the department.

**Business or Sector** Education | **Website** [www.best.eu.org](http://www.best.eu.org)

01/09/2016 – 01/12/2016 Podgorica, Montenegro

**IT AUDIT INTERN** ERNST & YOUNG MONTENEGRO

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- Assisted audit team in daily tasks. Learned about the corporate processes.

**Website** [www.ey.com/me](http://www.ey.com/me)

## ● EDUCATION AND TRAINING

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14/09/2020 – 14/09/2021 Edinburgh, United Kingdom

**MSc INFORMATION TECHNOLOGY (BUSINESS)** Heriot-Watt University

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- MSc programme attended through fully funded Chevening Scholarship.
- Courses include: Digital and Knowledge Economy, Information Systems Methodologies, Databases and Information Systems, Big Data Management, E-commerce technology, Strategic Project Management, Work, Culture and Organisations, Research Methods and Project Planning.
- Thesis: Complex systems and agent-based modelling and simulation in healthcare settings

**Address** Campus The Avenue, Edinburgh EH14 4AS, EH14 4AS, Edinburgh, United Kingdom

09/2019 – 01/09/2020 Podgorica, Montenegro

**SPEC. SCI. COMPUTER SCIENCE** University of Montenegro, Faculty of Natural sciences and mathematics

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Thesis: Data analytics on social media using decision trees and KNN algorithm (Final grade: A/10,00)

09/2012 – 01/2017 Podgorica, Montenegro

**BSC COMPUTER SCIENCE** University of Montenegro, Faculty of Natural Sciences and Mathematics

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## ● LANGUAGE SKILLS

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Mother tongue(s): **SERBIAN**

Other language(s): **ENGLISH** | **SPANISH** | **FRENCH**

## ● PROJECTS

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**Leadership and Project Management**

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- **International Chevening Tech4Rights Summit: Advancing Human Rights in the Digital Age (2024)** - Project Coordinator.
- **Logate Institute for Information Technology (2024)** - Educator and mentor in the areas of Design Thinking, Strategic marketing, Digital marketing, Business Development and Programming.
- **UNICEF's Youth Innovation Lab project "UPSHIFT" (2018-2023)** - Mentoring teams of 4-6 young people from different Montenegrin cities who have recognized a problem in their local communities and want to solve it. Reference: <http://kreativator.me/upshift/>
- **Logate corporate website (2019, 2022)** - Project Management, website strategy and content development - <https://logate.com/>
- **OpenProvider product website (2020)** - Project Management, website strategy and content development - <https://openprovider.logate.com/>
- **Logate Institute for Information Technology (2018-2020)** - Certified body for providing technical (IT) education for adults and children. Coordination of the project, project ownership, business development and marketing. Reference: [logate.institute](http://logate.institute)
- **Hackathon competition and Interact Conference (2018-2020)** - Annual tech competition and conference, gathering western Balkan tech experts around solving different tech challenges. Project coordination and development. Reference: <http://hakaton.me/>
- **Balkan Joint Board Training (2015 and 2017)** - Coordinating a project aimed to gather technical students from Balkan region on a 4 days training event to develop their managerial skills in order to lead organizations in their respective communities.
- **Regional Summit Milan, Italy 2018** - Delivering training sessions on the event aimed to gather technical students from Western and Central Europe.

## HONOURS AND AWARDS

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01/08/2020

### Chevening Scholarship Awardee – United Kingdom Foreign Commonwealth and Development Office

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The Chevening Scholarship is a fully funded, international scholarship scheme provided by the UK government that enables students with leadership qualities from over 160 countries and territories to undertake postgraduate study in universities in the UK. This highly prestigious scholarship scheme is awarded to only 2-3% of all applicants, which are usually high-calibre graduates with personal, intellectual and interpersonal qualities necessary to become future leaders, decision-makers and opinion formers.

## CERTIFICATIONS

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07/2015 – CURRENT

### Certified Soft Skills Trainer and Youth Educator

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- Two weeks intensive training program aimed to equip participants for their future career as trainers and youth educators.
- Program conducted by the Board of European Students of Technology (<https://best.eu.org/>)
- Topics covered: Presentation Skills, Facilitation and interaction, Group dynamics, Training Delivery, Session Content, Training Design, Personality Types, Facilitated Learning, Visualisation, Knowledge Management, Feedback, Training Problems and Solutions

## CONFERENCES & SEMINARS

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03/2023 Skopje, North Macedonia

### "Chevening network of gender equality experts"

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- Participation and ongoing membership in the regional network of experts that work on improvement of gender policies in their local and national communities.
- Seminar aim: connecting, sharing expertise and creating action plans to leverage UK alumni network to influence positive changes in the gender policies in Western Balkans.