

MILOS POPOVIC

MARKETING MANAGER



CONTACT

+381 66 455 655

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SKILLS

- Strategic Marketing & Brand Management
- Integrated Marketing Communications
- Customer Experience (CX) & Engagement
- Digital & Content Marketing
- Competitive & Market Analysis
- Partnership & Sponsorship Management
- Cross-Functional Team Collaboration

LANGUAGES

- Serbian (Native)
- English (Fluent)
- Portuguese (Basic)



PROFILE

With a background in both B2C and B2B environments, I have built a strong foundation in strategic marketing, customer experience, and branding. My career began in a leading advertising agency, shaping my ability to craft impactful campaigns, later expanding into integrated marketing communications, partnerships, and digital innovation across diverse industries. I develop marketing strategies that drive engagement and business growth by combining creativity with data-driven decision-making.



WORK EXPERIENCE

IDC

2024 - PRESENT

Senior Marketing Manager, EMEA

Driving strategic marketing initiatives for Data & Analytics solutions and Events across EMEA. Leading digital campaigns, ABM, regional demand generation, and product messaging while enhancing sales enablement through content, training, and competitive insights. Conducting in-depth analyses of IDC activities and competitors to provide strategic recommendations for future growth. Generated several hundred MQLs through targeted campaigns.

Lenovo

2017 - 2024

Motorola Marketing Manager, SEE/Adriatic region

Developed and executed marketing strategies across the SEE/Adriatic region, managing digital campaigns, brand positioning, and customer engagement. Led partnerships, budget planning, and event coordination to optimize business impact. Contributed to market share growth from 3% to over 10%.

AirSerbia

2016 - 2017

Business Analyst, Belgrade, Serbia

Member of a special cross-functional team responsible for implementing the SaaS Reservation System migration. Coordinated with internal and external subject matter experts to align technical solutions with business processes, ensuring operational readiness. Conducted training sessions for 300+ employees across all levels and organized the cutover event to ensure a seamless transition.

Samsung Electronics

2010 - 2014

Corporate Marketing, Adriatic region

Managed flagship product marketing, ATL & BTL campaigns, and strategic partnerships across the Adriatic region. Developed innovative event formats and optimized agency collaborations. Led product launches for 10+ flagship devices, including Galaxy S series.

Check all previous posts: (McCann Erickson, Hyatt Regency, IT Centar, WOSM, e-ducan, Scouting Serbia) [linkedin.com/in/milospopovic](https://www.linkedin.com/in/milospopovic)



EDUCATION

Trainings

2005 - 2025

Budget planning and controlling, Communication strategy, Marketing and Sales strategy for developing markets, Flagship product launch strategy, Sabre Reservation & Ticketing, Amadeus Reservation & Ticketing, Android Mobile, Agile Marketing, Adobe AEM, GenAI for Marketers, Hootsuite, Salesforce, Adestra.

BScEcon

2003 - 2007

The Graduate School of Business Studies | Megatrend University
International Business