

JOVANA DRAGANIC

STRATEGIC DIGITAL MARKETER



330-252-7140

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Akron, Ohio

PROFESSIONAL SUMMARY

Digital marketer with a background that spans from creative content and social media to the fine details of accounting and data entry. Experienced in building engagement through email and customer-facing roles with a knack for balancing the creative side with the analytical work.

EXPERIENCE

Nidec Canton Elevator - North Canton, Ohio

September 2023 - Current

Marketing Intern

- Created content and advertisements for the company LinkedIn page, increasing engagement and brand awareness.
- Developed written content for monthly email campaigns to support lead generation and customer retention.
- Assisted with marketing projects including campaign planning, content scheduling, and performance tracking.
- Performed accounting tasks including financial data entry, month-end reporting, voucher generation, and inventory verification.

Integrity Auto Credit - Akron, Ohio

February 2025 - August 2025

Sales and Marketing Representative

- Maintained up-to-date knowledge of vehicle inventory and pricing to provide accurate information
- Handled customer inquiries via phone, email, and in-person to drive traffic and generate leads
- Photographed and advertised vehicles for sale to enhance online listings

Tiffany's Bakery - Akron, Ohio

August 2020 - June 2023

Customer Service Representative

- Delivered excellent customer service
- Conferred with customers by telephone or in person to provide information about products or services and take orders
- Provided training to new employees, guiding them to complete necessary tasks accurately

SOFT SKILLS

- Great Communicator
- Thoughtful Time Manager
- Strong Multitasker
- Self-Starter & Team Player
- Creative Problem-Solver

TECHNICAL SKILLS

Language

Fluent in English and Serbian

Software Proficiency

Microsoft Office, Adobe Express, Constant Contact, Canva

EDUCATION & CERTIFICATIONS

Bachelor of Business Administration (Current) - The University of Akron

Marketing

- Hubspot SEO Certification
- Hubspot Content Marketing Certification
- Hubspot Social Media Marketing Certification
- Google Ads Certification