

Nenad Nenadov CV-Short



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Date of birth: 15.05.1965, Belgrade

Educational background

1985 – 1993

Dipl. Ecc., Bergische Universität Wuppertal,
Federal Republic of Germany,
School of economic sciences, department of "Market and Consumption"
(Marketing), specialization on Consumer Behaviour and Planning &
Organization
Professional interpreter and translator for the German and Serbian language
with state certified degree at the Industrial and Commerce Chamber Bonn,
Federal Republic of Germany

Languages

German Native speaker
English Fluent
Serbian Native speaker

Nationality Serbian

Professional expertise

Translation/interpretation: Translation English into German, Serbian into German,
editing/proofreading, LQA, post-editing machine translation, review and
evaluation of machine translation, consecutive interpretation German -
Serbian, English-Serbian, German-English

Business: Marketing and advertising planning/strategy development, sales planning,
distribution network development, market and marketing research; ATL &
BTL communication; media buying and basic media planning; overall
product and brand management, ...

Software: Microsoft Windows operating system & all office/business packages,
advanced skills in computer maintenance, basic skills in network
administration, advanced skills in music-production and –editing, basic skills
in video and picture editing, advanced skills in translation tools Memsources,
XTM, Google Polyglot

Professional experience

2016-ongoing

Freelancing translator, German Lead Linguist Trusted Translations, USA

- Translation, editing and proofreading English into German, LQA,
post-editing machine translation English into German, review and
evaluation of machine translation English into German

2016-2018

Supervisor

Beomedia, Switzerland

- HR (Hiring & firing of chat-animators)
- Supervision of chat-animation in German language

- Shift schedules, payroll calculation, training of rookies, etc, for the German animation team
- 2015 - 2016
- Marketing Manager**
Integra Solutions d.o.o., Belgrade
- ATL communication development & production
 - BTL communication development & production
 - PR
 - HR
- 2014 - 2015
- Translator, copywriter**
First Beat Media, telecommute job
- Website translation and editing
 - SEO and sales texts writing (for 1.300 sites)
 - Editing, proofreading
 - Newsletters translation and editing
 - Article writing
- 2011 - 2014
- Marketing Manager**
Integra Solutions d.o.o., Belgrade
- ATL communication development & production
 - BTL communication development & production
 - PR
 - HR
- 2009 – 12.2010
- Chief Operating Officer & Marketing Manager/PR Manager**
Promoitalia Anti Aging Center, Belgrade
- Liaison officer for all negotiations & contacts with the Italian partner Promoitalia Group SPA
 - Regular operating business of PAACB/Center management, including the complete administration, finances & financial projections, HR management,
 - Marketing/advertising/PR
- 2007 - 2009
- Chief Operating Officer & Marketing Manager/PR Manager**
Marax Group AD, Belgrade, Exclusive distributor for FSSB surgical sutures, Activaero inhalation chambers, AAP orthopaedic implants, Promoitalia Proslimelt Aesthetic Device
- Regular operating business of Marax Group AD, including finances & financial projections, HR management, administration
 - Distribution network development
 - Project development for the build-up of a surgical sutures production plant in Serbia
 - Sales & marketing strategies, realization of marketing & PR measures
 - Negotiations with foreign partners/medical devices manufacturers
 - ISO & CE certification of Marax Group
- 2006 - 2007
- Account Director**
Communis Advertising, Belgrade
- Account Director at the Štark account (dedicated position directly approved by the client)
 - Strategic consulting (Portfolio strategy/new product ideas, brand strategies, PR strategies, communication strategies, market research)
 - Supervision of a dedicated team on:
 - ATL communication development & production
 - BTL communication development & production
 - PR
- 2003- 2005
- Account Planner**
Ogilvy & Mather Advertising, Belgrade

2001 - 2003	<p>Creative Consultant SatSkop Independent Satellite Operator/ SCG Advertising (SatSkop daughter), Skopje/Macedonia</p>
1996 - 2001	<p>International Client Service Director und Planning Director Vizija Public Advertising, Belgrade</p>
1996	<p>Marketing Consultant MPC, Exclusive distributor for Reebok in Yugoslavia, Belgrade</p>
1994 – 1996	<p>Division Manager and Marketing Director Volkswagen Division Autokomerc-Komision, General importer Volkswagen and Audi for Yugoslavia, Belgrade</p>
1994	<p>Marketing Manager Insurance Division BK Holding, Evropa Internacional Insurance, Belgrade</p>
1993 – 1994	<p>Conceptioner-Planner Market research and planning department of Mark Plan Marketing agency, Pančevo</p>
Competencies:	<p>Translation, editing, proofreading, post-editing of machine translation, review of machine translation, (20+ years of experience in translation, editing, proofreading and, of course, active writing of business and marketing related materials for a very wide array of products and services in three languages)</p> <p>SEO and sales texts (writing of SEO and sales texts, including adult content, in German, English and Serbian)</p> <p>Writing of other materials (texts for websites, catalogues and other marketing materials, press releases, contracts, corporate conduct code in German, English and Serbian)</p> <p>Presentations/business plans (writing of business/marketing/project presentations and marketing as well as business plans in German, English and Serbian)</p> <p>Project management in ATL/BTL/PR-communication (from the strategic and creative conception over the production of advertising materials to the media realisation, including complete project financial planning and media buying)</p> <p>Strategic Planning (Positioning, that hits the nail)</p>