GORDANA LASKOVIĆ MARINKOVIĆ



CONTACT

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Novi Sad, Serbia
Gordana Laskovic

SKILLS

- Content Marketing
- Product Education
- Community Management
- Social Media

EDUCATION

- University of Novi Sad, Faculty of Philosophy
- Master's in Language & Literature
- Bachelor's degree in Philology

CERTIFICATES

- Google Digital Garage: The Fundamentals of Digital Marketing
- Possibilities of financing through EU funds (European Affairs Fund of AP Vojvodina)

WORK EXPERIENCE

CONTENT & COMMUNITY MANAGER
Cluing 2022 - 2026

- Content strategy, writing & SEO
- Product education & Help Center content
- Social media, campaigns & product launches
- AI-powered content experiments and agentic workflows

TEACHER OF SERBIAN LANGUAGE AND LITERATURE
MC Vision Academy 2021 - 2022

- Delivering engaging lessons using visual and audio aids
- Providing individualized instruction through interactive learning
- Creating and sharing educational materials

CONTENT CREATOR, FOUNDER
Reči i Priče 2021 - present

- Creating short-form educational videos about Serbian literature, language, and cultural history
- Developing content ideas, writing scripts, and producing videos
- Making literary and cultural topics engaging and accessible to a wider audience

SOCIAL MEDIA & COMMUNICATIONS COORDINATOR
Novosadski festival knjige 2020 - 2025

- Managed the festival's social media channels and promotional content
- Conducted interviews with authors and literary guests
- Created and promoted festival programme content