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PROFFESIONAL PROFILE

An experienced digital marketer and product manager with a proven record of delivering through longer cycles of planning, implementation, execution and analysis phases – consequently or separately. Strategic planner with an impeccable attention to detail and a hands-on way of doing things.

My specialties are:

- Email Marketing
- Funnel Building and Optimization
- Marketing Strategy
- Digital Asset Monetization

EXPERIENCE

Senior Product Manager	Jun 2017 – present
Bayt.com Inc.	Dubai, UAE / Amman, Jordan / Remotely

Along with the Email Team, managing the Tests area of Bayt.com which consists of 2 additional products:

- Employer Platform – a B2C product by Bayt.com that helps employers assess their candidates and help expedite their selection process
- Job seeker Tests – a B2B self-assessment platform that helps Job seekers assess their knowledge and personality, and showcase that to the employers.

Both platforms share the similar pool of tests that consists of Job Knowledge, Psychometric and Language tests that are acquired through partnerships with the respective partners. Both products are envisioned, launched and maintained separately, have separate UX and CRM strategies, as well as monetization programs: while B2C is strictly web-based and a more of a self-service platform with e-comm. elements, B2B is monetized through sales

empowerment of Bayt.com's existing sales team spread across the Middle East.

Email Product Manager February 2016 – Jun 2017
Bayt.com Inc. Dubai, UAE / Amman, Jordan / Remotely

Managing the email channel end to end through full implementation of the 9 Steps of Email method. Handling the entire cycle of email including:

- setting up KPIs and defining deliverables for email as a channel
- working on iterating the email environment in terms of tools, functionalities and best practices by closely working with the with development and infrastructure teams
- setting up and overseeing proper procedures for campaign execution
- managing a team of 3 junior email marketing specialists
- campaign planning in cooperation with all stakeholders
- optimizing emails for highest engagement rates
- preparing for ReturnPath certification

Handling other important aspects of the Product that have indirect relation to email among which are:

- Recommendation system matching algorithm
- Job titles data mapping project by managing a team of 10 interns and liaising with the development

Digital Marketing Director June 2015 – February 2016
ChristianFilipina.com Working remotely for a company in the US

Managing and optimizing entire customer life cycle on the web with goals to increase engagement and retention.

Planning and implementing complex behavioral marketing campaigns that stretch over multiple channels (web, email and phone) aiming to monetize different company assets such are website memberships, information products, workshops etc.

Using different direct response approaches such are Product Launch, Evergreen Product Launch, Evergreen Webinar and Upsell / Down sell techniques.

Email Marketing Manager March 2012 – May 2015
First Beat Media LLC Working remotely for a company in the US

At First Beat Media, specializes in building online niche dating communities. Email is in the core of all communication whether it's retention, promotion, up-sell or win-back campaigns.

- co Heading Email Marketing Team covering 4 different projects and 20+ localized versions
- crafting and executing Email Strategy for 3 projects and its localized versions
- educating mid and junior level email specialists
- owning complete email marketing processes on 3 different projects
- defining, crafting and implementation of all email instances of:
 - transactional
 - promotional
 - triggered
 - autoresponding and
 - recurring types
- reporting on a weekly basis about all email activity and major impacts
- setting up feedback loops, reading SMTP reports and managing good sender reputation over Return Path

Email Marketing Manager December 2012 – February 2014
Adsology Media Group Belgrade, Serbia

Adsology, is dedicated to crafting excellent PC Security software and promoting it online using our Adsology Marketing Team. Email is essential part of follow up, customer retention, up-sell and cross-sell campaigns for every single piece of software presented to the global market.

- executing complete Email Marketing processes from scratch on 3 different projects
- integrating 10+ affiliate products into our up-sell campaign line
- designing and building win-back, cross-sell and up-sell promo campaigns
- crafting interactive informational newsletter about PC Security
- managing good sender reputation and keeping the list hygiene

Key Account for Online Advertising April 2011 – November 2012
Ringier Axel Springer Media AG Belgrade, Serbia

Ringier Axel Springer is a leading integrated multimedia company with 10 online publications in three different fields: news, classifieds and e-commerce. Working as Key Account for Online Advertising required a dedicated approach to all 10 of websites, numerous direct clients and biggest media buying agencies.

- executing the whole process of online advertising- from the media plan to statistics

- working closely with the biggest media buying agencies and clients and reaching the monthly sales targets
- managing media planning in the network of 10 websites: blic.rs, zena.rs, sport.blic.rs, 24sata.rs, pulsonline.rs, alo.rs, superodmor.rs, nonstopshop.rs, mojauto.rs and nekretnine.rs
- Developing monetization for all new products and programs like MojAuto.rs, Nekretnine.rs and various sports and political specials
- Setting up and overlooking all commercial campaigns within the AdServer

Managing Partner	September 2011 – May 2012
EmailMarketing.rs	Belgrade, Serbia

First Serbian full-service Email Service Provider. Equipped with public authorized email servers, all authentication protocols and FBL's for safe sending. As Managing Partner, my role was to define sales and marketing strategies and develop them with our team. Among others, these were my responsibilities:

- Defining company's sales and marketing strategies
- Building up and educating sales and support teams from scratch
- Locating the market, defining A, B and C type leads and reaching out to them

Online Marketing Manager	March 2010 – March 2011
GroundLink Inc.	Belgrade, Serbia

GroundLink, at the time, was the largest aggregator of ground travel services in the world.

As Marketing manager, I have successfully headed up online marketing team consisted of SEM, PR and SMM experts and personally managed Email marketing. Team delivered more than 3:1 ROI and \$1M+ in sales per annum.

- Created, developed and implemented over 100 BTL offline and online campaigns
- Managing the team of 3 people covering SEM, PR activity and social media
- Email Marketing- sending out promotional emails twice a week to list of 250k subscribers
- Web Partnerships: established several web partnerships with various travel and info websites
- Website Optimization of www.limores.com, www.groundlink.com, www.airportcar.com etc.

Sales and Business Development	Nov 2008 – Feb 2010
GroundLink Inc.	Belgrade, Serbia

GroundLink, at the time, was the largest aggregator of ground travel services in the world.

Engaged in several programs and projects within the company to increase conversion rates and overall business like: RFP search and submittal, negotiating the connection with big travel systems, inside sales team trainings and improving the auto quoting system with reduced operating costs by working closely with in-house developers and designers.

- Managing the Delta Airlines Sky Miles account- marketing role in the cooperation with Delta.
- Managing the American Express rewards program
- Working on business development by presenting new ideas to upper management and implementing them with our IT team.
- Account management- managing about 30 accounts both smaller and bigger corporate.
- Sales- reaching out to convert and close new accounts, check out for new deals and websites that could improve our website traffic and generate revenue.
- Inside sales- receiving from 150 to 300 calls weekly with overall conversion rate of 32.6% to actual operated jobs

Business Development Manager

April 2008 – December 2008

AGROPROGRES AD

Belgrade, Serbia

Agroprogres AD is a trading company that specializes in representing biggest industry brands on the local market. Focus are industrial machines and hunting and outdoor equipment. As a BD manager, my primary focus was partnering with biggest brands in the hunting and outdoor industry, local market planning and distribution.

- Business relations with international companies both by written correspondence and live meetings.
- Getting leads and reaching out to find new deals. planned and distributed over 260k EUR to the market with a projected average profit of 25%
- Managing the overall business development by being a center of communication and assisting in managing eight retail stores
- Managing the trade show booths, communication and assisting in corporate sales

EDUCATION AND QUALIFICATIONS:

High education:

Department for International Affairs
Faculty of Political Sciences
University of Belgrade

Middle education:

XIV Belgrade Gymnasium High School

LANGUAGES:

Serbian: Native

English: Full Professional Proficiency

Russian: Full Professional Proficiency

Spanish: Elementary Proficiency

