

EDUCATION

2023	UNIVERSITY OF CALIFORNIA – BERKELEY Innovation Management Program	GPA 3.9
2022	ESSEC BUSINESS SCHOOL – SINGAPORE, SINGAPORE	16,5/20
2020-2024	ESSEC BUSINESS SCHOOL – PARIS, FRANCE Bachelor of Business Administration	17,2/20

WORK EXPERIENCE

06/2022 – **AIRBNB FABULOUS APARTMENTS – KOTOR, MONTENEGRO**
present **Property Manager**

- Proficiently managed booking and reservations, optimizing occupancy rates and revenue through strategic pricing and calendar management (occupancy of 100 nights/ per year for a seasonal small town)
- Conducted market research and competitive analysis to adjust pricing strategies, resulting in improved competitiveness and revenue growth (revenue growth of 2,2 times from 2022 to 2023).
- Developed a social media strategy to promote the property, leading to enhanced visibility and increased bookings.
- Resolved promptly different issues, achieved consistently positive reviews, maintaining a rating of 4.91 stars on Airbnb and other review platforms.
- Built successful relationships resulting in regular guests and referrals.

JUN 2022 – **PORTO MONTENEGRO – TIVAT, MONTENEGRO**

AUG 2022 **PR & Marketing Intern**

- Organised and successfully managed 13 PR visits, delivering captivating experiences that enhanced the brand's image and visibility.
- Coordinated and executed 6 impactful promotional events, contributing to heightened brand awareness and customer engagement.
- Managed press contacts, fostering strong media relationships and ensuring effective communication between the organization and key stakeholders.
- Delivered in-depth research, generating valuable insights for the residential manager, enabling data-driven decision-making and enhanced operational efficiency.
- Started the project of recording all apartments (more than 70) with Matterport. Led a team of camera crew and administrators.

MARCH **HYATT REGENCY – BELGRADE, SERBIA**

2018 **Human Resources Intern**

- Provided support in conducting job interviews, assessing candidates' suitability, and contributing to the recruitment of top talent for the hotel.
- Took the initiative with the onboarding process, ensuring a seamless and positive check-in experience for new employees, resulting in increased employee satisfaction and retention.
- Demonstrated exceptional communication and presentation skills in delivering engaging hotel tours to young hoteliers, showcasing the Hyatt Regency's values and best practices.

EXTRA-CURRICULAR ACHIEVEMENTS

- **VOLUNTEER in NURDOR – Belgrade, Serbia**

National Association of Parents with Children suffering from Cancer

- **STUDENT BODY PRESIDENT + active in other institutional bodies**

MEMBER & FOUNDER of: MUN debating club / Yearbook Committee / Graduation Committee

- **PIANO – practiced for 7 years – Belgrade, Serbia**

Competed regionally and internationally (five 1st, five 2nd and three 3rd places. Graduated with HIGH HONORS.

ADDITIONAL SKILLS

- Fluent in English, French, Serbian / Croatian / Bosnian / Montenegrin
- Proficient in Russian
- Digital Tools (Microsoft Office, Canva, Zoom, SQL, Python, Video editing)
- Bases in Mandarin