



## Contact

MMilovanovic@HaagGlobal.com  
416-917-4141 (main)  
401 Bay St., 16th Floor  
Toronto, ON M5H 2Y4  
HaagCanada.ca

## Academic Background

Honours Bachelor of Liberal Arts,  
Double Major in Psychology and  
Sociology  
York University  
2016

# Marina Milovanovic, H.B.A.

## Operations & Marketing Specialist

Marina Milovanovic has more than 10 years of experience in client services, marketing and communications, and team and resource management. As Haag Canada's Operations & Marketing Specialist, Ms. Milovanovic supports a team of engineers and consultants with file and client management, creation and distribution of marketing collateral while optimizing day-to-day activities to maintain workplace efficiency.

## Employment Background

### Haag Canada, Toronto, ON

#### *Operations & Marketing Specialist*

2021 to Present

- Organize and coordinate the team including, calendar management, travel arrangements, file intake processes, providing administrative and project support to experts, finance & invoicing processes, tracking client files and technical report review.
- Develop and implement process improvements and efficiencies across all departments.
- Oversee different departments working together to achieve high performance and assist in management of the day-to-day operations of the organization.
- Work with vendors and external agencies to develop marketing collateral, social media posts and website development.

### aperi media Inc., Toronto, ON, Canada

#### *Sales & Marketing Coordinator*

January 2021 - May 2021

- Supported the Vice President of Sales in all manners including; calendar management, client management, finance & invoicing, budgeting and administrative support.
- Designed and created various marketing collateral for the agency including; revamping the website, blog content, Google & LinkedIn Posts, client presentations, and internal documents such as onboarding materials for new hires.
- Managed and scheduled Google 360 photoshoots for a wide range of clientele from single location to multi-chain companies, oversaw the Google My Business Review Management Program.
- Managed relations with vendors, external agencies, teams and freelancers.



**Marina Milovanovic, H.B.A**  
Operations & Marketing Specialist

### **30 Forensic Engineering, Toronto, ON, Canada**

#### ***Team Lead, Project Coordinator***

Civil/Structural – December 2017 – December 2020

Collision Reconstruction – November 2016 – December 2017

- Supported two Vice Presidents, two Practice Leads and twenty associates with all administrative tasks, maintaining efficient operations both internally and externally.
- Organized and coordinated the team including, calendar management, travel arrangements, file intake processes, providing administrative and project support to experts, finance & invoicing processes, tracking client files, managing project budgets and deliverables.
- Managed and organized practice area specific industry marketing events and aided in the creation & development of marketing collateral from sell sheets to lectures at client firms.
- Coordinated and supported the teams involvement in industry speaking engagements, trade shows, conferences and presentations.
- Organized and managed meetings, took meeting minutes, identified & developed key performance indicators while assessing and reporting monthly sales figures against targets.
- Developed and implemented process improvements and efficiencies including the paperless initiative.
- Corresponded, scheduled & discussed project details with clients on behalf of experts.

### **RW & Co. Toronto, ON, Canada**

#### ***Sales Lead***

March 2015 – February 2017

- Conducted administrative duties including, opening and closing procedures, counting tills, completing deposits, store maintenance, analyzing KPI's, scheduling and assisting in interviews and daily paperwork.
- Ensured customer satisfaction, solving customer complaints, answering customer's questions and maintaining positive relations.
- Recruited and trained new sales staff, assigning specific tasks to sales staff and monitoring the team's sales performance.
- Motivated the sales team and created an atmosphere of healthy competition among the staff.

### **Mexx Canada, Toronto, ON, Canada**

#### ***Sales Lead***

June 2013 – January 2015

- Completed managerial duties including, conducting minute meetings with staff, opening and closing procedures, running reports, preparing emails, payroll, completing deposits, counting tills and additional paperwork.
- Provided sales staff with constructive feedback and assisted staff to solve customers' problems.
- Assisted customers with suiting and casual clothing in a friendly and professional manner.
- Warranted personal sales goals and store targets were met.



**Marina Milovanovic, H.B.A**  
Operations & Marketing Specialist

**Hollister Co. Toronto, ON, Canada**

***Sales Associate***

March 2013 – July 2013

- Greeted customers upon entrance while advertising merchandise and generating sales.
- Performed cashier duties, controlled fitting room area, store opening and closing duties in accordance with store policy.
- Drove sales through engagement of customers, suggestive selling, and sharing product knowledge.

**Change Lingerie, Toronto, ON, Canada**

***Sales Lead***

May 2011 – June 2012

- Provided knowledge and professional opinion to ensure complete customer satisfaction while consistently working towards updating and expanding the CRM database.
- Performed managerial tasks including, but not limited to the following: opening & closing procedures, analyzing KPI's, responding to emails, filling out bi-weekly payroll, end-of-day reports and traffic/conversion sheets, completing deposits and arming store security.
- Assisted with the selling of our store's products and assisted to maximize sales by developing and implementing sales strategies.