

# Mario Nikolic

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## PROFESSIONAL EXPERIENCE



**Cinch** (NY, NY)

02/16 - Present

Motion Graphic Designer

- Design demo Video and Display creatives for Client on-boarding which tripled client base
- Design Video and Display creatives based on clients brand guidelines
- Modify existing Scripts to accommodate programmatic creative needs
- Connect elements from the feed to the elements of the creative to make a dynamic result
- Prior to campaign deployment provide Q&A for all ad formats
- Optimize Ads layout which was a 4x performance increase compared to industry average



**Farmia** (Belgrade, Serbia)

01/14 - 01/16

Graphic Designer

- Designed Farmia.rs e-Commerce website and blog which resulted in 100,000 listings that positioned the company as a leader in the industry.
- Increase user acquisition by 10% by optimizing the design of Farmia.rs
- Designed and managed creatives for the company's offline and online marketing activities
- Worked closely with Farmia blog writers to ensure consistency in delivery and quality



**Ebart Media Archive** (Belgrade, Serbia)

04/12 - 02/13

Digital Archivist

- Digitized daily news for the existing clients
- Led a project to digitize pre-war books for the National Library of Serbia

## EDUCATION



**CUNY Queens College**

Expected Graduation 05/20

BA in Graphic Design



**College of Electrical Engineering and Computer Science** (Belgrade, Serbia)

10/08 - 06/12

BS in Audio and Video Technologies

## COMPUTER SKILLS/OTHER

Adobe Suite (Ae, Ai, Ps, Pr, Dw), Audio (LogicPro, Cubase), Microsoft Office Suite

Programming Languages: HTML, CSS

Languages: Serbian (native), English (fluent)