



UROS CVEJHANOVIC

PROFESSIONAL SENIOR MEDIA BUYER

PROFILE

Experienced Advertising and Marketing Professional with 6+ Years of Expertise. Successfully managed over \$7 million in ad spend across platforms including Facebook, LinkedIn, TikTok, YouTube, and Google Ads. Proven track record of driving performance improvements, reducing costs, and scaling campaigns to deliver high-impact results.

Key Achievements:

- Reduced Customer Acquisition Cost (CAC) by up to 35%, leading to total savings of over \$2,000,000 for multiple clients over several years through data-driven optimizations.
- Lowered Cost Per Acquisition (CPA) by up to 40%, while scaling ad spend by up to 200%, resulting in up to 50% more conversions without compromising efficiency.
- Increased conversion rates (CVR) by up to 25%, maintaining or improving CAC, leading to stronger return on ad spend (ROAS) across key campaigns.
- Scaled ad budgets by up to 400%, depending on performance, ensuring continued growth while improving key performance metrics such as CAC and CPA.
- Boosted total conversions by up to 50% while reducing CPA by up to 35% through targeted strategies and continuous campaign refinement.

Known for a strategic approach that balances aggressive growth with cost control, I specialize in optimizing campaign performance and delivering tangible business results.

WORK EXPERIENCE

Marketing Team Lead

BrandStar
Website : brandstar.com

Marketing Manager

Lurn Media
Website : lurnmedia.com

Content Coordinator & Media Buyer

Digitally Imported
Website : di.fm

Media Buyer

Systemized Media
Website : systemizedmedia.com

CONTACT

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EDUCATION

FACULTY OF TECHNICAL
SCIENCE NOVI SAD

SKILLS

- Social Media Advertising
- Search Engine Advertising
- Copywriting
- Data Analysis
- GoHighLevel
- Marketing Strategy
- Project & Team Management
- Google Tag Manager
- Google Analytics
- Zapier
- Madgicx
- Leadership
- Effective Communication
- Critical Thinking

LANGUAGES

- English (Fluent)
- Serbian (Native)