BELMA DRUSTINAC



JUNIOR MARKETING | CONTENT STRATEGY & ANALYTICS

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PROFILE

Psychology graduate with Meta social media marketing training. Developed content plans and analysed real Instagram Insights for a Serbian fashion brand; built launch, brand strategy and performance-analysis projects. Interested in junior marketing and content roles.

REAL BRAND COLLABORATION

ANDIAMO | Instagram content planning & Insights analysis · 5 Nov 2026

- Created a seven-day content plan and reviewed three published Reels. One gained 13 followers and 59 profile visits; another led in views (3,404) and bio-link taps (14).

PROJECTS & CASE STUDIES

HALALBOOKER | Real platform · pre-launch strategy proposal

- Developed proposed positioning and a 30-day Meta launch approach; structured a 14-day content-planning framework (not launched).

INDUO | Fictional brand & campaign concept

- Built the “Same Base. Different Stories.” positioning, content pillars, creative direction and simulated campaign evaluation.

NOVA SKINCARE | Simulated Meta Ads / funnel case

- Diagnosed landing-page-to-cart drop-off, compared creative variants and modelled a shipping-cost transparency test.

IELTS COURSE | Simulated Google Search Ads case

- Structured intent-led ad groups, negative keywords and a €500 budget; evaluated illustrative CPL and lead results.

NOMI | Simulated monthly marketing report

- Compared funnel performance, CPA and ROAS; recommended reallocating spend toward stronger purchase creatives.

Additional practice: Calla & Ivy (Meta capstone); IKEA consumer insight; skincare positioning; footwear funnel; home fragrance; everyday bag.

EDUCATION & CERTIFICATION

BA in Psychology | State University of Novi Pazar · 2026
Meta Social Media Marketing Professional Certificate | Coursera

SKILLS & LANGUAGES

Marketing: Content planning, audience insight, positioning, campaign briefs, Meta Ads fundamentals, Google Search Ads basics.
Analytics: Instagram Insights, KPI reporting, funnel analysis, CTR, conversion rates, CPA, ROAS, A/B test planning.
Languages: Serbian/Bosnian (native) · English (B1) · Turkish (B1)