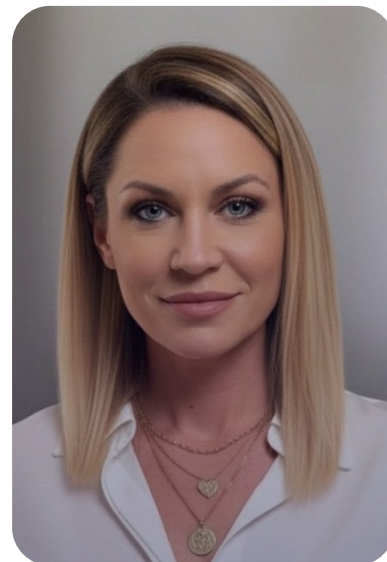


Višnja Živković

Digital Marketing and Communications Strategist | AI Consultant
and Educator | Copywriter | Entrepreneur



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-  **Web:** digitalka.rs | evolveai.rs | bravobeba.shop
-  **Location:** Belgrade, Serbia
-  **Language:** English - professional proficiency

1 Professional Profile

I hold a Bachelor of Economics in International Business and work as a digital marketing and communications strategist, copywriter, AI consultant and educator. I have more than 20 years of overall professional experience, including more than 18 years in marketing, communications, sales, management and business development. I founded PR Digitalka and developed the EVOLVA brand, through which I combine practical AI implementation, education, digital products, marketing systems and business workflows for entrepreneurs, small businesses and organizations.

2 Core Expertise

- Digital marketing and communications strategy
- AI consulting and education
- Copywriting and content marketing
- SEO and AI-search optimization
- Meta Ads and digital campaigns
- Social media and content systems
- Project management and offer development
- Brand strategy and positioning
- Notion systems and client portals
- E-commerce and Shopify administration
- PR, public speaking and training
- Event and workshop organization

3 Key AI Focus

I use the ChatGPT ecosystem and AI tools for research, writing, visuals, video, voice, presentations, automation and analytics at an advanced, daily level. I develop specialized AI assistants, prompt libraries and practical business systems that can be implemented without programming.

Professional Experience

EVOLVA | PR Digitalka

2023-Present

Founder, Marketing and AI Consultant

- I develop marketing strategies, AI education programs, digital products, SEO systems, prompt libraries and Notion portals.
- I work with entrepreneurs, small businesses and organizations on positioning, content, campaigns and business workflows.

UG 321 Serbia

2023-Present

Director of Communications and Projects | Trainer and Moderator

- I develop communication plans, coordinate projects and collaborate with partners and media.
- I deliver training, speak publicly, moderate programs and strengthen project visibility.

Bravo Beba

2012-Present

Founder and Brand Owner

- I develop an e-commerce brand for babies and children, its products and sales offer.
- I manage the Shopify store, marketing, visual content, sales and customer communication.

Balkan Štand

2012-2025

Event Organization Manager

- I organized trade fairs, public events and business events.
- I coordinated exhibitors, suppliers, schedules, logistics and budgets.

Ataco Montenegro

2019-2020

Sales Improvement Specialist

- I analyzed sales results, developed improvement activities and supported sales teams.

ITech ERP Solutions

2009-2012

General Manager

- I managed business operations, clients, teams and ERP project delivery.

Digi Sat

2006-2009

Customer Care and HR Manager

- I led teams, improved customer care procedures and managed recruitment and employee training.

Centavia.com

2005-2006

Customer Care Supervisor

- I supervised customer support operations and worked on service quality improvement.

Samago Belgrade

2003-2005

Executive Director's Secretary

- I provided administrative and organizational support to management.

1

Education

- **Faculty of Business Studies, Megatrend University**
 - **Major:** International Business | 2003-2007
 - **Degree:** Bachelor of Economics in International Business
 - **Additional education:** Gestalt psychotherapy training - ongoing
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2

Certificates and Professional Development

- Google Ads Search Certification
 - Google Ads Display Certification
 - Google Ads Measurement Certification
 - Foundations of Digital Marketing and E-commerce
 - Attract and Engage Customers with Digital Marketing
 - I continuously develop my expertise in AI tools, marketing, SEO, communications and digital business.
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3

Key Projects and Products

- I created **EVOLVA AI Prompt Mastery**.
 - I created the course **Build Your AI Business Assistant**.
 - I developed the **EVOLVA AI Consulting Method™**.
 - I create AI guides, prompt libraries and Notion Client OS systems.
 - I develop SEO and AI-search systems, Knowledge Hub structures and educational content.
 - I deliver workshops and consultations and develop personalized AI workflows for small businesses.
-

4

AI Tools and Platforms

- **ChatGPT ecosystem:** I use ChatGPT, Projects, Custom GPTs, Advanced Data Analysis and image generation every day.
 - **Research and writing:** I use Claude, Gemini, Perplexity, Copilot and DeepSeek.
 - **Visuals and design:** I use Canva AI, Magic Studio, Midjourney, Ideogram, Leonardo AI, Recraft, Adobe Firefly and Figma AI.
 - **Video, voice and audio:** I use HeyGen, Runway, Kling, Pika, CapCut AI, ElevenLabs, Suno and Descript.
 - **Presentations, productivity and automation:** I use Gamma, Beautiful.ai, Notion AI, Zapier, Make, Airtable AI, Shopify Magic and Elementor AI.
 - I continuously explore, test and practically apply a broad range of modern AI tools for business, education and marketing.
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5

Highlights

- I have more than 20 years of overall professional experience.
 - I have more than 18 years of experience in marketing, communications, sales and business development.
 - I have organized or moderated more than 300 events, workshops and programs.
 - I have developed my own brands, educational programs and digital products.
 - I create specialized AI assistants and practical business systems.
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