

NIKOLA JEKIC

CONTENT MANAGER & SEO EXPERT

CONTACT

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- [My LinkedIn Profile](#)
- Novi Sad, Serbia

SKILLS

SEO tools (Ahrefs, SEMrush, SEOlyze, Surfer SEO etc)

AI Tools (Claude, ChatGPT, Cursor, Jasper, Midjourney, NotebookLM etc)

Analytics tools (GA, SCC, Looker Studio etc)

On page & off page SEO

Experienced with WordPress

EDUCATION

EU Business School

MBA in International Marketing

Dissertation: "Impact of Generative AI on Content Marketing and SEO Practices"

Graduated summa cum laude with 3.92/4 GPA

University of Novi Sad

Bachelor of Journalism

Graduated with 9.42/10 average

PROFILE

Hi, my name is Nikola and I'm an experienced SEO content manager specialized in iGaming, with over seven years of experience in the industry. I successfully led multiple websites, with the focus on content creation and on-page optimizations. I have wealth of experience in managing writers and using AI for content production. Business is my passion and I hold an MBA with specialization in Marketing. My dissertation is about an impact of generative AI tools on content marketing and SEO practices, which further proves my deep interest and expertise in the topic.

WORK EXPERIENCE

SEO Content Manager

at Growth Leads

October 2023 – Now

- Led Product and SEO initiatives for a portfolio of 3 websites (and contributed to over over 10 others) in the casino, sweepstakes and betting niches
- Helped develop processes for AI content creation
- Trained other employees on how to most effectively use AI tools for content creation
- Created multiple in house AI tools for SEO (meta data writer, content similarity analyzer etc)
- Worked on creating a prompt library for the entire company
- Conducted regular on-page SEO optimizations
- Performed regular site audits, identified technical SEO issues, and implemented solutions
- Actively searching for new sales opportunities and reporting about the progress on a weekly basis
- Tracked website performance, fixed ranking issues and reported directly to company owners and COO

SEO Team Lead

at Time2Play Media (Now Gentoo Media)

March 2019 – October 2023

- Directed SEO strategy for multiple betting and casino affiliate websites across Tier 1 markets (UK, US, Australia)
- Spearheaded the company's AI implementation for SEO by developing effective prompts for content generation
- Trained other employees on best practices for AI content creation
- Trained and led a 3-person team that successfully launched a US-targeted affiliate website from conception to completion, overseeing all SEO and content work
- Utilized analytics tools including Google Analytics, Google Search Console, Ahrefs, and SEMrush to monitor rankings, analyze traffic patterns, and optimize performance
- Created and managed publishing calendars, content briefs, and quality standards
- Worked closely on implementing link-building and outreach campaigns to strengthen domain authority