



Esma Nur Cerinan Otovic (Doktorand)

Herceg Novi, Montenegro

Date of Birth: 09.02.1990

esmacerinan@gmail.com

Nationality: Montenegrin/ Turkish

+382 67 676 677

Ph.D. Candidate

Orjenski Bataljon 26, Herceg Novi

SUMMARY

A highly motivated and versatile professional with over 15 years of experience in language instruction, business consulting, and marketing & communication. Proven ability to manage projects, lead teams, and develop effective marketing strategies. Expertise in digital communication, social media management, and content creation. Adept at working with multinational teams and cross-functional teams. Currently Doctoral Student in Faculty of Economics and Business, Marketing department. An enthusiast and a researcher in the fields of Economics, Communication Science, Artificial Intelligence, Digitalization and Marketing.

SKILLS

Internalization & Strategic Management



Financial Statement Analysis



Social Media/ Digital Marketing Management



Traditional Marketing and Communications Management



Project/Program Management



EXPERIENCE

Founder & Managing Director

Feb 2023

Uni Experts DOO - Montenegro

Uni Experts Montenegro specialize in language and legal expertise, simplifying communication and ensuring compliance: dealing with HR and Legal matters, providing translation services, giving consultation on Real Estate opportunities in Montenegro.

www.uniexpertsmontenegro.com

Certificated Language Instructor

As a translator collaborating with the Main Court in Herceg Novi

Lecturer for Digital Marketing

Sep 2024

Faculty of Management, Herceg Novi – University Adriatic Bar

- Course- Digital Marketing

Award: Marketing Challenge 2025- Mentor to students- Awarded 2.place silver medal with marketing project titled 'Zlatibor as a Bridge Between East and West'. VPMC- Regionalni Marketing Challenge

- International Staff Week & EECME Conference Workshop Lecturer & Speaker: Workshop & presentation titled 'The Role and the Power of Digital Marketing in Academic and Professional Life', Ljubljana (May 19-22 2025) <https://www.vspv.si/eecme-conference-7th>

Organizator: Ljubljana School of Business

EASTERN EUROPEAN CONFERENCE ON MANAGEMENT AND ECONOMICS titled - Rethinking Growth - Strategies for Resilient Economies in a Globalized World & International Staff Week 2025

- Coast Conference 2025, International Conference on Advances in Science and Technology, Moderator; <https://confcoast.com/>

- ERASMUS+ PROJECT: HAWKING – 101128741, HAWKING (Harvesting (digital) Alternation in Ways that Knock-down Inaccessibility of New Generations), Capacity building in the field of higher education (ERASMUS-EDU-2023-CBHE). Project duration: 2023-2026

Corporate Communication Design

Public Relations & Brand Development

Market Research and Analysis

Administration & HR

Customer and Stakeholder Management

Structural Design Optimization

LANGUAGES

French

Turkish

English

Serbian-Montenegrin-Croatian-Bosnian

REFERENCES

Reference available upon request

- ERASMUS+ PROJECT: GEAR – 101129408, GEAR (Gender Equality in Academia and Research), Capacity building in the field of higher education (ERASMUS-EDU-2023-CBHE). Project duration: 2023-2026. Gender
- Marketing Challenge 2022- Lecturer & Speaker: Digital and Traditional Marketing Strategies in Art and Culture

Lecturer **Apr 2024**

Highschool Ivan Goran Kovacic - Herceg Novi Montenegro

Teaching Turkish as a Foreign Language (Supported by Turkish Embassy in Podgorica & Turkish Culture Center in Podgorica (YEE) in Montenegro).

Co-founder & President **Nov 2018**

NGO Fit Woman Montenegro - Herceg Novi Montenegro

Managed projects and events of NGO Fit Woman Montenegro (organizing free of charge open fitness, yoga, Zumba, NLP sessions to encourage women for active, healthy and social life; creating and implementing projects by collaborating with the day care center for children with disabilities in Herceg Novi, Montenegro; organizing conferences and meetings with the expert from different fields on wellness and wellbeing; building intercultural dialogue between women from different countries and cultures: created and managed #womantalksmontenegro sessions online and offline.

Administrative Manager **Jun 2019 — Jan 2022**

Atelye Europe doo - Herceg Novi Montenegro **Construction - Interior Design**
Supervised day to day operations of the administrative and communication department and staff members. Managed and promoted company's events, including meetings, conferences, interviews and orientations; attended meetings with stakeholders main contractors and investors in order to reach the project goals. **Portonovi Project**
www.portonovi.com

Social Media & Marketing Communications Expert **Dec 2014 — Jan 2017**

Integral Yatırım Menkul Degerler - Ulukartal Holding - Istanbul Turkey
Supervised social media marketing team and managed digital media platforms and advertising campaigns: by executing and analyzing social media data metrics and platforms, building, and executing social media and advertising strategy, creating, and optimizing company's daily content in the area of PR and Marketing, focusing sales effort through digital media platforms, collaborating with the digital marketing agency, sponsorships, and other PR bodies. (Projects: Integral Forex Kenan

Sofuoglu Sponsorship- Super sport World Championship (2015,2016) ,
Integral Forex Fenerbahçe Football Club Sponsorship ((2015-2016),
Integral Forex and Turkish Airlines, TAV Collaboration- Sponsorship VIP
Lounge Airport (2015-2016) Uludag Economy Submit,2016 Sponsorship
(2016)

International Project Management Assistant Apr 2014 — Aug 2014

Youth for Exchange and Understanding International - Brussels Belgium

European Commission- European Parliament- 2014: Managed digital
platforms and produced news content by supporting YEU News Mail;
text writing, managing international campaigns and projects.

Coordinated and participated international meetings and conferences
across Europe in order to maintain European Projects. <http://www.yeu-international.org/>

Born in the United States of Europe (BUSE), Leskovac, Serbia 2014

YEU International Project Management Associate

Project which was held by YEU Member Organization Resource Centre
Leskovac with support of YEU called “Born in the United States of
Europe (BUSE)”as a youth exchange programme in June 2014 in
Leskovac, Serbia.

The main idea for conducting this exchange was to acknowledge
European youths about the European Union citizenship rights. BUSE,
with emphasis on non-formal education, and cultural exchange, gathered
40 youth workers from eight different countries to discuss and explore
the meaning of European citizenship.

European Youth Event,2014 Strasbourg, European Parliament
Representative of YEU

New Issues in the digital Economy: Innovation, Super-dominance and is
Content really King? Brussels,2014
Representative of YEU

Marketing Communications Intern

Jul 2013 — Sep 2013

Shell Oil Company - Istanbul Turkey

Analyzed customer disputes and process sales order. Supported
administration process of customer care services and technical product
services. Supported customer access and service document requests
(CRM). Managed customer feedback, issue, and new business calls.
Supported marketing content and promotional activities.

Grey World Wide Advertising Agency (4129 Grey) - Istanbul Turkey

Strategic planning of advertising campaigns of Grey World-Wide Agency. Market Research. Brand Management.

News Presenter- Strategic Planner Intern Feb 2012 — Aug 2012

Aktuel Tv.NL - Rotterdam The Netherlands

Preparing news content, text writing and producing digital content, making interviews, presenting news. Benchmarking and researching.

EDUCATION**HISTORY**

LODZ UNIVERSITY OF TECHNOLOGY, Poland - Doctoral Student, Faculty of Economics and Business, Digital Management & International Marketing Research

MEDITERRANEAN UNIVERSITY PODGORICA, Montenegro Ph.D. Candidate/ Researcher- Faculty of Economics and Business: Marketing

VRIJE UNIVERSITEIT BRUSSEL- Brussels, Belgium: (2013-2015)
Master's degree

M.Sc. Master of Science in Communication Studies, New Media and Society in Europe-Faculty of Economics and Social Sciences. Master Thesis 'Political Marketing and Politicians' Changing Attitudes: Using Social Media During 2014 Local Elections in Turkey- Mentors: Prof Dr. Luciano Morganti , Ph.D. Alexander Deweppe

UNIVERSITY OF APPLIED SCIENCES UTRECHT, Netherlands (2011-2012)- Bachelor 3rd year
International Communication and Media- Full year student, Erasmus+ scholarships

EGE UNIVERSITY, Izmir, Turkey (2009-2013)
Faculty of Communication Science, Advertising
graduation: top 2nd student of the department of Faculty of Communication Science

IZMIR KARATAS ANATOLIAN HIGH SCHOOL, Izmir, Turkey- English (2004-2008)
Izmir Karatas Anadolu Lisesi- Foreign Language Intensive Higschool - English
Mathematics and Social Sciences (Gymnasium)

EDUCATION

ACHIEVEMENTS

- *Award: Marketing Challenge 2025- Mentor to students- Awarded 2.place silver medal with marketing project titled 'Zlatibor as a Bridge Between East and West'. VPMC- Regionalni Marketing Challenge
- *Top 2nd student of the department, Faculty of Communication, Ege University, Izmir- Turkey 2013
- *Global Dinner Project, Cross Media Campaign Award 2012, University of Applied Sciences Utrecht
- *The Body Shop Cosmetics Company (Benelux) Magazine creation, 2012 Netherlands- University of Applied Sciences Utrecht

REFERENCES | PUBLICATIONS

- 1- Cerinan Otović, E., (2025) The future of brand management: Changing trends in brand management methods and their impact on start-up business growth, october, 22-25,2025, Belgrade, EEE 2025, International Scientific Conference, www.eee-conference.com
- 2- Cerinan Otović, E., Aytas, M., Yildirim, K., Kalaman, S., Boyuk, M., (2025) Attention, emotion, and authenticity: Eye tracking evidence from al vs.human visual design, Plos One Journal , <https://journals.plos.org/plosone/>
- 3- Cerinan Otović, E., (2025) The impact of social networks on cultural diplomacy at the international level: Influencer approach, november 05-06,2025, Gaziantep Hasan Kalyoncu University, Turkey, Inmecs2025, 2nd International Media and Cultural Studies Conference <https://inmecs25.hku.edu.tr/en/>
- 4- Cerinan Otović, E., (2025) Digital marketing trends used in rural tourism promotion: In-bound marketing approach, november,2025, Croatia, Vimal Conference for Development of Rural Tourism www.vimal.hr
- 5-Cerinan Otović, E., Ostojić, B., (2025) A study on the impact of digital marketing strategies on the education sector: The impact of digital marketing on student and educator behaviour, june, 04-07,2025, Herceg Novi Faculty of Management, Coast Conference
- 5-Cerinan Otović, E., Ostojić, B., Cogoljevic, V., Cvjetkovic, M., (2025) The advanced personalization technologies in digital marketing through

project management, june, 04-07,2025, Herceg Novi Faculty of Management, Coast Conference

6-Cerinan Otović, E., (2025) How start-ups use integrated marketing communications to build brand awareness in digital spaces: A case study of perfect diary cosmetics company, Mediterranean University Montenegro, research doctoral student, Faculty of Economics and Business

7- Cerinan, E., (2014) Information society and Turkey: an equitable relationship, Faculty of Economics and Social Sciences, Vrije Universiteit Brussel, New Media and Society in Europe Session

8- Cerinan, E. (2014) Net Neutrality and European Union, Faculty of Economics and Social Sciences, Vrije Universiteit Brussel

9-Cerinan, E. (2014) Film Distribution and Release Windows, Faculty of Economics and Social Sciences, Vrije Universiteit Brussel

10- Cerinan, E., Gojkovic, T., Michail, E., Triteou, C., Bandilli, K., Borowczyk, D., (2014) Manual How to use new media and social networking in youth for advocacy purposes, European Parliament, YEU

CERTIFICATIONS AND LICENSES

Teaching Turkish as a Foreign Language Certificate – Istanbul University- Cerrahpasa, Certified for Inbound Marketing, Certificate for Corporate Communications- Business Management Institute, Certificate for Campaign Planning, Certificate for Financial Instruments and platforms