

# JELENA RADONJIĆ



## WORK EXPERIENCE

### Business Insights Analyst

PepsiCo Serbia, January 2021 - ongoing

- Data analysis: Nielsen database, Household Panel, Brand Tracker, Shopper insights studies, Switching Analysis, data obtained directly from customers
- Cooperation with marketing research agencies, conducting ad hoc research. Leading: Concept tests (qual&quant), U&A and Shopper study (qual&quant), Product test (quant). Participating: PV study, brands perception study, shopper study
- Monitoring changes in market trends, detailed analysis, support for the Brand, Sales and Revenue management team, Senior management team and General Manager, combining internal and external data. Leading discovery sessions with distributors for export markets.

### Junior Customer Care Manager

LUKOWA Food AG, Jun 2020 - September 2020, internship

- Creating product specifications
- Implementation of a project with GS1 on traceability of product origin
- Completion of documentation on technical characteristics of machines for processing and quality control of products

### Operations Associate

Wolt, July 2019 - October 2019

- Customer support, market research
- Holding trainings for partner restaurants, creating menus

## VOLUNTEER EXPERIENCE

### President

Rotaract Club Belgrade Skadarlija, July 2022 - ongoing

### Team member

Case Study Club FON, December 2018 - October 2019

### Project manager

AIIESEC LC EF, January 2018 - September 2018

## FORMAL EDUCATION BACKGROUND

### Organizational Sciences Engineer

University of Belgrade, Faculty of Organizational Sciences

Major: Management and Organization

## WHO IS JELENA?

*I have a sharp eye for details, I'm problem solving and goal achieving oriented. My interests are in field of analytics, market research, business strategy and industry trends.*

## CONTACT DETAILS

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radonjicjelena11@gmail.com

## SKILLS

*Business & Consumer insights*

*Data & Market analysis*

*Market research*

*Nielsen data*

*Team leading*

*Problem solving*

*Driver's license - B*

## LANGUAGES

*Serbian - Native*

*English - C1*

*German - A2*

## PRIVATE INTERESTS

*Entrepreneurship*

*Project Management*

*Traveling*

*Psychology - human behavior*

*Running*

*Reading*

*Boxing*