



Personal details

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Skills

- Leadership and Project Management
- Product Management
- Problem-solving and Analytical Thinking
- Stakeholder management
- Agile methodology
- Quality Assurance (QA Manual)
- WordPress and WPEngine
- Adobe Experience Manager (AEM)
- Search Engine Optimization (SEO)
- HTML and CSS
- JavaScript Programming
- PHP Programming
- Jira & Confluence
- Web Design

Professional summary

Product Owner and Project Manager with extensive experience delivering high-impact digital products in affiliate and iGaming environments. Expert in Agile methodologies, stakeholder management, and cross-functional leadership, with a proven ability to translate business strategy into scalable, high-performing products.

Highly skilled in leading end-to-end product and development lifecycles, collaborating closely with engineering, QA, SEO, and marketing teams to optimize user experience, product quality, and commercial outcomes. Strong background in web technologies, quality assurance, and performance optimization, enabling data-driven decision-making and continuous product improvement.

Known for driving complex initiatives to successful delivery in fast-paced, high-pressure environments, while consistently exceeding expectations. Adept at building strong relationships with stakeholders, aligning teams around shared goals, and adapting quickly to changing business priorities.

Certified Scrum practitioner with a structured, delivery-focused approach to Agile execution. Experienced in facilitating daily stand-ups, sprint planning, reviews, and retrospectives, fostering a collaborative culture where risks are addressed early and teams are empowered to deliver measurable value and sustainable growth.

Education

Information Technology (IT) Information Technology School, Belgrade, Serbia	Oct 2015 - May 2020
PHP Web Development IT Academy, Belgrade, Serbia	Sep 2016 - May 2017
Natural Sciences and Mathematics Gymnasium „St. Sava”, Belgrade, Serbia	Sep 2011 - Jun 2015

Employment

Product Owner, ClickOut Media ClickOut Media, Remote	Aug 2024 - Present
• Own and prioritize the product backlog, ensuring alignment with business strategy, OKRs, and stakeholder expectations • Define and execute product vision and roadmap in collaboration with team leaders (SEO, stakeholders, DEV, QA) • Lead end-to-end product lifecycle management from discovery and ideation through delivery, launch, and optimization • Translate complex business requirements into clear epics, user stories, and acceptance criteria • Drive data-informed decision-making using KPIs, analytics, A/B testing, and user insights	

Languages

Serbian	
English	
Russian	

Qualities

- Leadership
- Adaptability
- Communication
- Teamwork
- Initiative
- Attention to detail

- Partner closely with cross-functional teams (developers, design, QA, marketing, SEO, affiliates) to deliver scalable solutions
- Act as the primary point of contact for stakeholders, providing clear communication, status updates, and risk management
- Optimize affiliate funnels, user journeys, conversion rates, and monetization strategies
- Ensure continuous improvement through backlog refinement, sprint planning, reviews, and retrospectives
- Balance technical constraints, user experience, and commercial goals to maximize product value
- Identify opportunities for innovation, automation, and process optimization within affiliate ecosystems
- Support agile best practices (Scrum / Kanban) and foster a high-performing product team culture

Project Manager, Condor Gaming

Jul 2023 - Aug 2024

Condor Gaming, Belgrade, Serbia

- Defined and executed comprehensive project plans, timelines, and delivery strategies for online casino platforms
- Led cross-functional stakeholder coordination across development, design, marketing, compliance, leadership, and regulatory bodies
- Proactively identified, assessed, and mitigated project risks to protect timelines, budgets, and delivery quality
- Ensured online casino products met regulatory, technical, security, and customer experience standards
- Maintained up-to-date knowledge of iGaming regulations and licensing requirements, ensuring full technical and operational compliance
- Provided hands-on leadership and support to project teams, fostering collaboration, accountability, and high productivity
- Implemented process improvements and delivery best practices to increase efficiency and reduce operational friction
- Coordinated with external vendors, including payment providers, game suppliers, and affiliate partners, to ensure seamless integration and execution
- Improved user experience through structured testing, feedback loops, and iterative design enhancements
- Aligned project delivery timelines with marketing campaigns, product launches, and go-to-market strategies
- Managed localization initiatives across global markets, including translations, currencies, regulatory adaptations, and regional compliance
- Oversaw implementation of security controls and fraud prevention mechanisms to protect platforms, users, and transactions
- Maintained comprehensive project documentation and delivered clear, consistent stakeholder communications and reporting
- Delegated tasks strategically based on expertise, workload capacity, priority, and urgency
- Monitored delivery progress closely, resolving issues proactively and removing blockers
- Promoted a strong problem-solving and continuous improvement mindset within teams
- Established clear communication frameworks to ensure transparency and effective coordination
- Demonstrated flexibility and adaptability in managing priorities within fast-paced, evolving

Website Project Manager, SiGMA – World's gaming festival

Feb 2022 - Jul 2023

[SiGMA – World's gaming festival, Belgrade, Serbia](#)

- Led end-to-end delivery of web projects from discovery and requirements definition through development, testing, launch, and post-implementation support
- Owned overall project execution, balancing scope, timeline, quality, and stakeholder expectations
- Coordinated cross-functional teams (design, development, content, marketing, QA) to deliver high-quality web experiences on schedule
- Streamlined website update workflows during high-traffic festival periods, improving user engagement and ensuring uninterrupted delivery
- Partnered with stakeholders to define scope and requirements for web-based initiatives, including SiGMA, AIBC, AGS, and Med-Tech projects
- Supported proposal and pre-sales activities by preparing and reviewing technical documentation and implementation details
- Built and maintained detailed project plans and schedules across multiple concurrent initiatives of varying complexity
- Proactively identified risks and bottlenecks, adjusting timelines, priorities, and deliverables to ensure successful outcomes
- Planned, executed, and validated test cases; identified, documented, and escalated defects throughout the project lifecycle
- Monitored project progress and communicated clear status reports, risks, and dependencies to senior leadership
- Facilitated daily stand-ups and working sessions with design and development teams to ensure alignment and momentum
- Worked closely with individual team members to remove blockers and resolve delivery challenges
- Acted as the primary point of contact for clients, managing expectations, feedback, and ongoing support
- Collected, prioritized, and coordinated incoming change requests to align with business goals and delivery capacity
- Ensured seamless communication between design, content, marketing, and development teams to deliver front-end projects on time and to quality standards
- Escalated technical and delivery issues to the CTO, providing clear context and recommended solutions
- Oversaw QA activities focused on data accuracy, consistency, usability, and defect prevention
- Translated business requirements into clear visual and front-end technical specifications to support effective implementation

**Team Lead (North and Latin America team),
Centrade Cheil Adriatic doo**

Aug 2021 - Feb 2022

[Centrade Cheil Adriatic doo, Belgrade, Serbia](#)

- Coordinated daily tasks and priorities with Production Managers in Poland, ensuring alignment and timely delivery across regions
- Collaborated with team leaders and stakeholders to organize and balance daily workloads for web publishing teams
- Streamlined cross-regional workflows, improving team alignment and accelerating response times across multiple markets

- Served as a key communication point for clients across North and Latin America, ensuring clarity, responsiveness, and issue resolution
- Led and coordinated a team of web publishers, managing daily operations and urgent, high-priority requests
- Prepared and delivered regular status reports and performance updates to the Serbian Digital Production Manager
- Provided QA and analytics support by reviewing published web pages, validating accuracy, and ensuring quality standards were met

Junior Web Publisher, Centrade Cheil Adriatic doo

Jun 2020 - Jul 2021

Centrade Cheil Adriatic doo, Belgrade, Serbia

- Created, edited, and maintained global web pages for Samsung Electronics Co., Ltd., supporting localized sites across 50+ countries using Adobe Experience Manager (AEM)
- Coordinated and executed content updates across multiple platforms, ensuring brand consistency, accuracy, and timely delivery while improving user engagement
- Managed product registration and content enrichment through AEM PIM, ensuring data quality and alignment with global standards
- Edited and optimized web components using HTML, CSS, and JavaScript to support functionality, performance, and UX requirements
- Collaborated with cross-functional teams to streamline publishing workflows and reduce turnaround times
- Utilized Jira daily for task tracking, ticket management, prioritization, and cross-team communication

Certificates

Agile and Scrum Practitioner

Nov 2021 - Nov 2021

Certified Scrum practitioner

IT Security

Sep 2024 - Aug 2025

Security Awareness Training

Nov 2025 - Feb 2026

Cover Letter

Dear Hiring Manager,

I am writing to express my interest in exploring opportunities where my experience in product ownership, project management, and Agile delivery can contribute to meaningful business outcomes. With a strong background in leading cross-functional teams and delivering high-performing digital products, I bring a balanced mix of strategic thinking, execution focus, and stakeholder collaboration.

Throughout my career, I have worked extensively in fast-paced, performance-driven environments, including affiliate platforms and iGaming, where quality, scalability, and speed to market are critical. I have led end-to-end product and development lifecycles, from discovery and planning through delivery, launch, and

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continuous optimization, while aligning business objectives with technical execution and user experience.

I am particularly experienced in Agile methodologies, backlog management, roadmap planning, and stakeholder communication. My ability to collaborate closely with engineering, QA, SEO, marketing, and business teams allows me to translate complex requirements into clear, actionable plans that drive measurable results. With a solid understanding of web technologies, quality assurance, and data-driven optimization, I consistently focus on maximizing product value and operational efficiency.

As a certified Scrum practitioner, I foster structured yet flexible working environments that encourage transparency, accountability, and continuous improvement. I am comfortable leading daily stand-ups, sprint ceremonies, and cross-team discussions, ensuring alignment, addressing risks early, and maintaining momentum even under tight timelines.

I am motivated by challenges, committed to excellence, and passionate about building strong relationships with both teams and stakeholders. I would welcome the opportunity to bring my experience, adaptability, and results-oriented mindset to an organization seeking to deliver impactful, sustainable products.

Thank you for your time and consideration. I would be happy to discuss how my background and skills could align with your current or future needs.

Kind regards,
Veljko Barnić