

ADRIANA RADINOVIC IKARD, MBA

adriana.radinovic@gmail.com | +1 (310) 341-9812 | [linkedin.com/in/adriana-radinovic-ikard](https://www.linkedin.com/in/adriana-radinovic-ikard) | adrianaradinovicikard.com

EDUCATION

UNIVERSITY OF COLORADO DENVER - Denver, CO USA

Master of Business Administration, Business Strategy

GPA 3.8/4

LOYOLA MARYMOUNT UNIVERSITY - Los Angeles, CA USA

Bachelor of Business and Administration, Marketing

NCAA Division I Athlete (Tennis) | Full Scholarship | Team Captain

PROFESSIONAL EXPERIENCE

HISTORY COLORADO - Denver, CO USA

Marketing and Communications Strategy Manager

2020 – 2023

- Led marketing strategy and execution, driving a 55% increase in sales revenue and a 60% boost in brand awareness over a 3-year period
- Set strategic direction for advertising, social media, website, and email marketing resulting in website traffic growth by 140%, social media following by 55% and engagement by 90%
- Managed end-to-end execution of marketing campaigns including planning, messaging and creative development, media buying and performance tracking
- Planned and executed launch of mobile app and online store, driving sales and engagement through user-centric experiences and personalized marketing
- Developed brand guidelines and led brand refresh, achieving consistent brand identity and recognition
- Collaborated with internal and external stakeholders to develop and execute marketing initiatives
- Managed budgets, set KPIs and analyzed reports, ensuring optimal utilization of resources
- Managed a team of 3 marketing professionals, providing coaching and guidance to support their growth

WORLD TRADE CENTER DENVER - Denver, CO USA

Marketing and Member Engagement Manager

2019 – 2020

- Developed and executed marketing strategies resulting in a 20% increase in member retention, 60% increase in brand awareness and a 150% increase in website traffic
- Effectively managed stakeholders and fostered strong relationships for successful project delivery
- Created and managed all published content including social media, email marketing and website
- Managed creation and production of marketing collateral, ensuring brand consistency and adherence to guidelines

JAMIE GIELLIS FOR MAYOR CAMPAIGN - Denver, CO, USA

Digital Marketing Communications Director

2018 – 2019

- Developed and implemented marketing strategies resulting in a 140% increase in social media engagement
- Created content, edited press releases, designed marketing materials and managed email communications

DONNA LYNNE FOR GOVERNOR CAMPAIGN - Denver, CO, USA

Marketing Communications Manager

2018

- Managed multiple social media accounts, including content creation (copy, graphics, videos), advertising, community management and timely response to comments and inquiries
- Created and executed marketing strategies resulting in 50% increase in social media engagement

FOUNDING FOODS - Boulder, CO USA

Brand and Marketing Strategy Consultant

2017 – 2019

- Created brand identity and messaging across all channels, including print, digital, and social media
- Oversaw product development process from ideation to launch, ensuring alignment with brand strategy

BROWN BROTHERS HARRIMAN & CO - Denver, CO USA

Lead Operations Analyst

2014 – 2017

- Led the operations team and created procedures for managing \$20 billion in clients' assets
- Co-founded networking group geared toward professional development and mentoring opportunities

THE HONEST COMPANY - Los Angeles, CA USA

Retail Operations Planner

2013 – 2014

- Analyzed data and created client retention strategies, contributing to substantial revenue growth
- Contributed to the launch of the retail business and expansion into Nordstrom, Target, Whole Foods
- Managed over 100 orders daily, collaborated with cross-functional teams to ensure accurate fulfillment

LEADERSHIP & INTERESTS

Denver Health Foundation – Board Member, Next Generation Giving

2020 – Present

As a board member, I support the work and mission of Denver Health Foundation through fundraising, volunteering, and networking.

Colorado Business Committee for the Arts (CBCA) - Leadership Arts Program

Class of 2023

Leadership program focused on preparing participants to be effective leaders and increase civic engagement in arts and culture.

Business Coursework:

- Market Research and Consumer Behavior – IE Business School (Coursera)
- Product and Brand Management - IE Business School (Coursera)
- Design Thinking and Innovation – University of Virginia (Coursera)

Personal Interests:

Tennis, swimming, amateur ballroom dancing, fashion, jazz music, history, art, culture, museums, human behavior, digital technology, and books about writing.

Languages: Fluent in English and Serbian, beginner Italian and Dutch