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PROFESSIONAL SUMMARY

Experienced digital marketing and developer relations professional specializing in community engagement, guerrilla marketing, and SEO outreach to drive user acquisition and expand digital presence.

Proficient in authoring technical content, optimizing documentation, and building strategic partnerships to simplify complex blockchain and AI concepts for diverse audiences.

Focused on leveraging innovative communication strategies and data-driven marketing to support sustainable growth and product adoption.

SKILLS

- Link building
- SEO analytics
- Smart Contracts
- Decentralized Autonomous Organizations (DAO)
- Search Engine Optimization (SEO)
- Guerilla Marketing
- Blockchain Architecture
- Digital Marketing
- Cryptocurrency
- Community Management
- Community Engagement
- Software Engineering

Nino Herenda

WORK EXPERIENCE

Jun 2025 — Nov 2025

Junior DevRel, RZLT | Remote

- Spearheaded guerrilla marketing initiatives and community engagement strategies for Web3 and AI projects to drive user growth.
- Authored technical tutorials and educational content to simplify complex blockchain concepts for diverse audiences.
- Audited and optimized technical documentation for clients, ensuring clarity for developers and improving overall onboarding experience.
- Simplified technical details so that users and customers can easily understand the product.

Feb 2026 — May 2026

SEO Outreach Specialist, Zentury Media | Sarajevo (On-Site)

- Identifying and vetting high-authority websites to establish long-term marketing partnerships.
- Managing end-to-end communication and negotiations with site owners to expand the company's digital footprint.
- Scaling the link-building marketplace by onboarding new high-quality partners and optimizing outreach strategies.

EDUCATION

Sep 2026 - Jun 2019

Gymnasium Obala | Sarajevo, BiH

Sep 2019 - Jun 2020

Gymnasium Mostar | Mostar, BiH

- Present

Software Engineering, Faculty of Information Technologies | Mostar, BiH

- 3rd year student

COURSES

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Blockchain Basics, Cyfrin Updraft, Binance Academy

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Fundamentals of Digital Marketing, Google Digital Garage

Ahrefs Marketing Platform Certificate

LANGUAGES

Bosnian

Native

Croatian

Native

Serbian

Native

English

C2 - Proficiency

LINKS

[Personal Website](#)

[Linkedin](#)

[GitHub](#)