

CONTACT

location

Gradačanka 23, 71000 Sarajevo, BiH

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email

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SKILLS

Smart Contracts

DAO

SEO

Guerilla Marketing

Blockchain Architecture

Digital Marketing

Cryptocurrency

Community Management

Community Engagement

Software Engineering

EDUCATION

SEP 2020 – PRESENT

Software Engineering

Faculty of Information Technologies, Mostar, BiH

3rd year student

SEP 2019 – JUN 2020

Gymnasium Mostar

Mostar, BiH

SEP 2016 – JUN 2019

Gymnasium Obala

Sarajevo, BiH

LINKS

→ ninoherenda.com

→ linkedin.com/in/nino-herenda

→ github.com/n1no01

Nino Herenda



01 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.

02 EXPERIENCE

- **Founder & Lead Engineer — AEO Audit Pro** ACTIVE
MAY 2026 – PRESENT
Remote
 - Architected and developed a B2B SaaS platform engineered for Answer Engine Optimization (AEO), auditing how LLMs (ChatGPT, Perplexity, etc.) parse and perceive corporate brands.
 - Designed the full-stack software infrastructure and data pipelines to scrape, evaluate, and structure AI-generated search visibility metrics.
 - Integrated advanced SEO frameworks with backend logic to deliver automated brand audits, managing the product roadmap from initial codebase deployment to a live, production-ready environment.
- **SEO Outreach Specialist — Zentury Media** FEB 2026 – MAY 2026
Sarajevo (On-Site)
 - Identified and vetted high-authority websites to establish long-term marketing partnerships.
 - Managed end-to-end communication and negotiations with site owners to expand the company's digital footprint.
 - Scaled the link-building marketplace by onboarding new high-quality partners and optimizing outreach strategies.
- **Junior DevRel — RZLT** JUN 2025 – NOV 2025
Remote
 - Spearheaded guerrilla marketing initiatives and community engagement strategies for Web3 and AI projects to drive user growth.
 - 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.