

CONTENT · SEO · AI AUTOMATION
ZAGREB, CROATIA

RELJA BOJOVIĆ

FLUENT / NATIVE



CONVERSATIONAL



BASIC



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BA in Greek Philology, University of Belgrade

I came up as a writer and now run the whole machine around it: editorial direction, SEO, and the custom software underneath it all. Ten years from the trenches to editor-in-chief taught me where content operations break, and my edge is finding the problem nobody has named yet and building the fix.

01 / Profile

Enterprise results on an indie budget: a newsroom drafting stories at \$0.05 a post, seven figures pulled out of link-building, and the systems behind both built from scratch.

OPS editorial ownership · pipeline design · QA frameworks · team leadership (15+) · hiring & onboarding

SEO technical SEO & audits · Entity SEO · GEO/AEO · SERP recovery · link building

AI / DEV production tools · workflow automation · API integration · Firestore · Node.js · basic frontend

BUILDS [Citation_needed](#) · [SEOdin](#) · [Newsroom Hub](#) · [RB.RUN](#)

02 / Selected work

Editor-in-Chief · Blue Tree Digital PR · Remote

2023 - 2026

I led the editorial operation end to end, direction, pipeline, QA, and a 15+ person team, across 20+ B2B accounts in SaaS, cybersecurity, and fintech at 200-300 articles a month. The whole thing ran on AI automation I built in-house, and my link-building drove seven figures in revenue.

Content & SEO Consultant · Independent · Remote

2022 - now

I audit and rebuild content operations for B2B SaaS, fintech, and e-commerce teams that outgrew their setup: editorial workflow, scaled production, SEO, content refresh strategy, and custom tooling.

Senior Content Writer · Teamwork Content · Remote

2019 - 2023

Ghostwrote 1,000+ long-form pieces for fintech and iGaming brands, many ranking top-3 for competitive commercial keywords. My specialty was content refreshes and SERP recovery: rebuilding decaying pages with topic-cluster architecture that held through algorithm updates.

Content Writer · TexTurtle · Remote

2016 - 2019

High-volume SEO content for MarTech and e-commerce clients across recurring accounts, covering everything from product pages to long-form guides. The volume that taught me to write anything, fast.