Dragana Cosic

Product & Content Marketing Lead | Technical B2B Marketing | MSc Electrical & Computer Engineering

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SUMMARY

Marketing leader with 16+ years in B2B and technical marketing and an MSc in electrical and computer engineering. Led go-to-market for a first commercial mmWave radar sensor, managed a six-figure marketing budget at Epic Games, and tripled SaaS blog revenue through SEO and CRO. Combines product marketing, content strategy, and demand generation with the technical depth to work directly with engineering and product teams. Builds AI-assisted marketing workflows with Claude Code, with human validation for technical accuracy.

CORE SKILLS

Product marketing | Go-to-market strategy | Positioning & messaging | Content strategy | Technical content | Demand generation | SEO | CRO & A/B testing | Sales enablement | Competitive analysis | Market research & segmentation | Customer research & VoC | Brand | PR & communications | Events & trade shows | Budget & vendor management | Team leadership | Stakeholder management | Marketing analytics & KPIs | AI-assisted marketing

PROFESSIONAL EXPERIENCE

Marketing Manager (12-month maternity cover), Epic Games / 3Lateral — Oct 2024 – Oct 2025

MetaHuman, digital human technology

- Managed a six-figure annual marketing budget across product marketing, branding, events, sponsorships, education, and community programs.
- Supported product marketing for the integration of MetaHuman into Unreal Engine 5.6 and its adoption across gaming, virtual production, film, TV, and enterprise.
- Led marketing strategy, PR, and communications for the 3Lateral brand; coordinated content approvals with Sony, Amazon MGM Studios, Kojima Productions, and CD Projekt Red.
- Managed one agency and about 10 vendors across social media, events, and video production; negotiated about 50% cost savings on selected contracts.
- Planned Unreal Day Belgrade, MetaHuman workshops, and technology summits, including sponsorships, speakers, and logistics.

Head of Content Marketing; Content Marketing Writer, NOVELIC (acquired by Sona Comstar) — Dec 2021 – Oct 2024

mmWave radar sensors and embedded engineering services

- First dedicated marketing hire in a 250-person engineering company; owned product marketing, content, go-to-market, sales enablement, and brand.
- Led go-to-market for RIOT100, the company's first commercial mmWave radar sensor, across smart building, industrial, security, and hospitality, with outreach in Europe, the US, and India.
- Generated 300+ qualified leads from trade shows and organic website traffic; 60 ordered evaluation kits, leading to 5 pilots and one long-term deal for 10,000+ sensors a year.
- Ran market research, customer discovery, competitive analysis, and segmentation; supported a customer-driven pivot to hospitality and fed customer feedback to product, including the case for adding Bluetooth.
- Wrote positioning, messaging, buyer personas, datasheets, landing pages, and sales decks for six radar products and embedded and semiconductor engineering services.
- Created technical articles, case studies, eBooks, and whitepapers on FPGA, ASIC, RF/mmWave, power electronics, battery management, and ADAS.
- Ran trade shows in Frankfurt, Birmingham, New York, and Milan with budgets up to about €20K per event; designed a live radar demo and qualified leads with OEMs, Tier 1 suppliers, integrators, and distributors.
- Led a brand redesign (NCORE framework), a website and SEO audit, and executive presentations used in the acquisition talks with Sona Comstar.
- Introduced AI-assisted workflows for research, briefs, editing, and SEO with human validation; managed and mentored one direct report.

Content Writer / Growth Marketer, Infinity — Oct 2020 – Dec 2021

B2B SaaS work-management platform

- Tripled subscription revenue from blog calls-to-action through rewritten and optimized posts.
- Relaunched a blog post to No. 1 on Google for its main keyword; grew visitors 220% in two months and ranked for about 946 keywords worth about $6.4K in traffic value.
- Ran A/B tests on landing pages, calls-to-action, and messaging; contributed to pricing and packaging for SMB and enterprise.
- Worked in a seven-person growth team with the founders, engineering, and customer success; managed six freelance writers.

Technical Content Writer, Symphony — Apr 2018 – Sep 2020

Software engineering services for Big Tech, enterprise, and Bay Area startups

- Turned engineering capabilities into value propositions, case studies, proposals, and capability decks for business development, including a Fortune 100 consumer technology engagement.
- Interviewed engineers and rewrote about 250 engineering profiles for enterprise proposals and client matching.
- Built a Python tool that automated competitor content research: topic gaps, publishing patterns, and SEO opportunities.

Inbound Content Creator, Wings4U — Mar 2017 – Apr 2018

International B2B content marketing agency

- Created buyer personas, content maps, and content strategies for B2B clients in tech, telecoms, aviation, and healthcare.
- Localized campaign materials for Microsoft Azure adoption in selected APAC markets with regional stakeholders.

Content Writer, No Bounds Digital — Jan 2016 – Mar 2017

US inbound marketing agency

- Wrote and edited the agency blog, inbound content, and website copy for international clients.

Online Marketing Coordinator; Image Marketing Specialist, First Beat Media — Sep 2013 – Mar 2017

Paid media agency

- Turned around an account being considered for closure: increased profitability over 7x through audience-focused messaging and A/B testing.
- Managed paid acquisition campaigns, mainly Facebook Ads, and a team of three marketers.

Marketing & Content Consultant (freelance), Self-employed — 2010 – present

- Technical eBooks, tutorials, whitepapers, case studies, and web copy for SaaS and engineering companies, including Graylog and Devart.

EDUCATION

Master's degree (MSc) in Electrical & Computer Engineering, Faculty of Technical Sciences, University of Novi Sad
Major: Microcomputer Electronics

CERTIFICATIONS

- Anthropic: AI Fluency: Framework & Foundations; AI Capabilities and Limitations; Claude 101
- IBM: Data Science Professional Certificate; Python for Data Science. Coursera: Data Science Methodology
- HubSpot Academy: Content Marketing; SEO; Inbound Marketing; Growth-Driven Design

TOOLS

Analytics & CRM: Google Analytics 4, Google Tag Manager, HubSpot, Meta Business Suite

SEO & Content: Semrush, Yoast, WordPress, Kajabi, Grammarly

Project & Collaboration: Jira, Confluence, Asana, Miro

Design: Figma, Canva

Technical, Data & AI: HTML/CSS, Python, Kaggle, Claude, Claude Code

Office: Microsoft Office, Excel, Google Sheets

LANGUAGES

English (bilingual), Serbian (native), German (B2), French (B1)