



PANTELIN
CREATIVE DESIGN

Nikola Pantelin

WEB DEVELOPER & DIGITAL PARTNER

50+

PROJECTS

6

COUNTRIES

100%

SATISFACTION

CONTACT

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TECHNICAL SKILLS

WEB DEVELOPMENT

WordPress Next.js React Shopify

WooCommerce HTML/CSS JavaScript

TypeScript PHP Node.js Python

MARKETING & SEO

Technical SEO Meta Ads Google Ads

SMM Copywriting

AUTOMATION & SYSTEMS

n8n API Integrations AI Workflows

Servers Embedded Systems

DESIGN

UI/UX Branding Visual Identity

BEACON PORTAL

Built my own client portal from scratch — live ad spend, traffic, leads, creative pipeline & competitor tracking. Integrated with Meta Ads, Google Ads, GA4 & AES-256 encrypted.

PERSONAL TRAITS

- Direct communicator
- Deadline-driven
- Research-minded
- Creative & curious
- Highly self-motivated
- Transparent & reliable
- Fast learner
- Effective collaborator

ABOUT ME

I started writing HTML at 14 because I wanted to put my own things on the internet. By 18, I was being paid to build websites for local businesses in Serbia. After a stint at agencies — where I saw clients paying for ten people when they really needed one good one — I went back solo: only take as many clients as I can give real attention to. No subcontractors, no account managers, no retainers that bill for things nobody can name.

Today I run **Pantelin Creative Design**, delivering custom websites, SEO, paid ads, and automation across 6 countries. Fixed scope, fixed price, written quote before any work starts. Most clients stay because the simple things happen: I reply in hours, I ship on the dates I promised, and the site does what we agreed.

EXPERIENCE

UK Furniture E-commerce Brand (Confidential)

2024 – Present

Head of Growth & AI

- ▶ **Revenue Growth:** Scaled monthly revenue from £200K to £2.5M (12.5x) — now the UK's #1 brand in its category.
- ▶ **Paid Acquisition:** Own full-funnel Meta & Google Ads at a sustained 2.5x blended ROAS across all channels at scale.
- ▶ **AI Lead Systems:** Built Facebook/Messenger AI chat agents for 24/7 qualification, plus agentic AI workflows that auto-contact and nurture leads over email and WhatsApp.
- ▶ **Custom CRM & Automation:** Built a bespoke CRM and marketing-automation stack mapped to the full sales pipeline.

Pantelin Creative Design

2022 – Present

Founder & Freelance Web Developer

- ▶ **Full-Stack Web Development:** Delivered 50+ projects — e-commerce stores, membership platforms, portfolio sites, and custom web apps — across the US, EU, and Serbia.
- ▶ **SEO & Paid Ads:** Managed technical SEO audits, content strategies, and high-ROI Meta and Google Ads campaigns that drove measurable business growth for clients.
- ▶ **Automation & AI:** Built smart n8n workflows and AI-powered content pipelines that run automated SEO blog systems for multiple clients simultaneously.
- ▶ **Beacon Client Portal:** Designed and built an in-house client portal providing real-time analytics, direct chat, creative pipeline tracking, and competitor intelligence — all in one place.
- ▶ **Branding & Design:** Created complete visual identities, including logos, brand guidelines, and UI/UX systems for fashion, hospitality, and e-commerce brands.

Termo Čelik

Jul 2017 – Mar 2024

Computer Engineer & Digital Design

- ▶ **Website & Branding:** Designed and developed the company website with a custom WordPress theme, Google Maps integration, and branded smart heating solutions.
- ▶ **SEO & Content:** Wrote SEO-optimized blog content that generated significant organic traffic, promoting heating installation services without paid advertising.

Varweld

Nov 2021 – Jul 2024

Digital Design

- ▶ **Social Media Marketing:** Built the brand's social presence from zero to 6,000+ organic followers in three months through strategic storytelling via posts, stories, and reels — directly increasing service requests.
- ▶ **SEO Copywriting:** Implemented targeted product SEO keywords that had a measurable impact on the company's organic reach and service promotion.

FEATURED PROJECTS

Edutejment — Educational Platform

Custom membership platform for children with interactive content and subscription management. Ranks top 3 in Serbia for key educational terms.

300+ subscribers · 85% retention

Beacon AI — Custom-Built AI Platform

A custom multi-model AI with multi-step execution, engineered for no memory loss, no context limits, and an exceptionally low hallucination rate.

Multi-model · Near-zero hallucination

Termo Čelik — B2B Web Presence

Modernized industrial heating company website with product catalogs and technical documentation to compete for B2B contracts.

+60% B2B inquiries · -40% support calls

Custom Server Solution

Designed and deployed a bespoke backup and hosting server, managing hardware setup and bottleneck prevention end-to-end.

95% annual hosting cost savings

Art Gallery SEO Automation

Built an n8n-powered automated SEO blog system running AI-driven content and keyword research across 4 artist websites simultaneously.

4 sites · Fully automated

Draskovic Invest — Real Estate

Real estate development website for a Belgrade developer featuring property showcases, construction updates, and lead generation.

WordPress · Elementor

EDUCATION

Fakultet Tehničkih Nauka, Novi Sad

Oct 2017 – Apr 2025

Bachelor with Honours — Electrical and Computer Engineering

ETŠ "Mihajlo Pupin", Novi Sad

Sep 2013 – May 2017

Process Control Electrician