

## Press release

# Freelancer.com Promotes Marko Zitko to Director of Marketing and Communications

**The appointment sees Marko leading global marketing and communications for the Australian-headquartered freelancing marketplace**

**SYDNEY, Australia – 11 DECEMBER 2024** – Global freelancing marketplace [Freelancer.com](https://www.freelancer.com) today announced the promotion of Marko Zitko to its Director of Marketing and Communications. In this newly created role, Marko will head up all brand marketing, communications and investor relations for Freelancer globally.

Since joining in 2022, Marko has played an integral role in leading Freelancer's public relations and communications department. In his three years at the company, he achieved record highs for total media coverage, growing year-on-year ten-fold and developing strong media relations across global publications. Marko also had led several brand marketing and content initiatives since taking over the marketing department earlier in the year.

"Marko's promotion reflects our commitment to innovative marketing strategies and strengthening our global communications approach. His track record of elevating our media presence and strategic communications makes him the ideal leader to drive our marketing efforts forward," **said Matt Barrie, Chief Executive at Freelancer.com.**

Headquartered out of Sydney, Australia, Freelancer operates the world's largest freelancing and crowdsourcing marketplace by total number of users and projects posted. The platform boasts more than 77 million registered users and over 25 million projects. Freelancer is publicly listed (ASX:FLN) and comprises three companies: Freelancer.com, Escrow.com and Loadshift.

**Marko Zitko commented on the appointment:** "I'm thrilled to continue growing at Freelancer with the new role as Director of Marketing and Communications. It's an exciting time at the company, especially with the improvements the team is making on the product side and the ways AI is elevating the talent on the platform. It's never been easier to start a business and I'm reminded of this everyday seeing clients all around the world making their dreams real. From a marketing and comms perspective, our team will be focusing on refreshing the Freelancer brand and exploring new, innovative ways to tell our story globally."

Freelancer is further building out its marketing team with a recent appointment of Jacob Smith as Creative Strategist in July this year to support with brand marketing and creative initiatives. Jacob



joins from social technology company Digivizer where he was a senior digital content writer.

Marko has worked in public relations and marketing for over seven years. He initially joined Freelancer in January 2022 as its Communications Manager. Marko was promoted in May 2023 to take over investor relations for Freelancer Limited and its subsidiaries, and then again in December 2023 to lead marketing as the Sr. Marketing and Communications Manager.

Prior to joining Freelancer, Marko worked at WE Communications Australia where he progressed to a Senior Account Manager level managing key enterprise technology and consumer technology clients, including Adobe Creative Cloud, GIGABYTE, Sony Mobile and UiPath.

In terms of industry accolades, Marko was shortlisted twice in B&T's 30 Under 30 Award for Public Relations in 2023 and 2024. He also won the 2024 Asia-Pacific Stevie Award for Most Innovative Communications Professional of the Year and led the team that won the 2024 Stevie International Business Awards Communications Team of the Year.

Marko holds a Bachelor of Public Communications/Bachelor of Creative Intelligence and Innovation at the University of Technology, Sydney which he completed in 2017 and is currently studying a part-time Master of Business Administration at the University of Sydney.

### **About Freelancer.com**

Freelancer.com is the world's largest freelancing and crowdsourcing marketplace by total number of users and projects posted. More than 77 million registered users have posted over 25 million projects and contests to date in over 2,000 areas as diverse as website development, logo design, marketing, copywriting, aerospace engineering and manufacturing. Freelancer also owns Escrow.com and Freightlancer & Loadshift. Freelancer Limited is listed on the Australian Securities Exchange under the ticker ASX:FLN and is quoted on OTCQX Best Market under the ticker FLNCF.

**For more information, contact:**

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