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Holds a PhD in Cultural and Media Studies awarded by the Faculty of Political Sciences at the University of Belgrade (Serbia). Currently, he is a Research Associate at Institute of Social Sciences (Belgrade) and Associate Professor at the Faculty of Sport, Union – Nikola Tesla University (Belgrade), where he is also a Head of the Department of Journalism.

His work is mainly focused on the studies of Journalism, Media Philosophy and Business, Social History of Sport and Mediatization of Sport, and Public Relations. He is a recipient of a special award from the Association of Journalists of Serbia for contributions to the history of print and journalism, theoretical works on journalism, and published works, and the award of the U.S. Department of State and Voice of America for winners of a competition for the best young media professionals from Southeast Europe.

For the past two decades, he has been professionally engaged in the fields of media and journalism, as well as public relations and marketing. He worked longest as a journalist for the daily newspaper Danas and as Head of the Public Relations Group and editor of websites at JP Službeni glasnik. He is a member of the editorial boards of several scientific journals and the author of numerous publications and articles in the fields of media and cultural studies, published in domestic and regional scientific and professional periodicals.