

- ☛ An **experienced marketing leader** with 17+ years of business experience and **proven results** in myriad industries: Skintech/Beauty, IT Software services, Retail, and Food.

Relevant Experience

Global Head of content // Global Digital Media Manager

FOREO Adria
Zagreb, Croatia

Jan. 2020 – Present
www.foreo.com

PPC performance marketing team, Content and Influencers team. Top funnel acquisition of new audiences, Mid Funnel education of the acquired audience, Bot funnel – B2C sales and activities

Head of Marketing

Serengeti d.o.o. Zagreb,
Croatia

May 2018. – Jan. 2020.
www.serengetitech.com

Setting up a marketing department and leading the team. Marketing strategy, Budgeting and planning, Lead generation, New business

Digital Marketing Manager

Ledo d.d., Zagreb, Croatia
Marketing and development division

June 2013. – May 2018.
www.ledo.hr

Budgeting, Development of digital strategy: B2B ecommerce, B2B Newsletter, B2C Marketing campaigns, SEO, PPC

Project manager / Development director

TISAK d.d., Zagreb, Croatia
Marketing and development division

September 2008.. - June 2013.
www.tisak.hr

B2C e-commerce, Digital marketing: AdWords, SEO, Facebook, Newsletter strategy. **New Business:** TISAKpaket **B2B** successfully launched: **new stream of income** for the company

Education

University of Zagreb, Faculty of Economics and Business (Ekonomski Fakultet u Zagrebu – smjer Poslovna informatika). Dipl. oec. – diplomirani economist. October 2000. - October 2008. **Major: Business IT** (Poslovna informatika)

Additional information

Certificates

- **Digital Marketing Level I** (by General Assembly)
- **Google AdWords** Certified Individual
- **Google Analytics** Qualified
- **Digital Marketing Specialist** (Web Marketing Akademija, Zagreb, 2013.)

Presentation and communication skills

- Extensive experience with top level management presentations
- Experience with public presentations, university guest lecturing, TV, radio and press appearances

Languages

- **English:** Full professional proficiency
- **German:** Limited working proficiency
- **Croatian:** Native

Driving license

- Croatian B category