



PROFILE

I have extensive experience in digital marketing, online sales, content creation, and editorial work. I am focused on effective project management, creatively finding solutions, and ensuring high standards of quality and accuracy in my work. I approach work challenges with logical and analytical thinking, as well as an interdisciplinary approach.

KEY ACHIEVEMENTS

- ✓ Leader of a successful international sales team on global e-commerce platforms.
- ✓ Increased online sales by over 30% through data analysis, new strategies, and conversion path optimization.
- ✓ Head of Development for a new online publishing platform.
- ✓ Editor-in-Chief of Slovenia's best-selling men's magazine.

LANGUAGES

- Slovenian (native).
- English (excellent).
- Serbocroatian (excellent).
- German (intermediate).

COMPETENCIES

- Creativity.
- Adaptability.
- Good work organization.
- Leadership experience.
- Eager to learn.

WORK EXPERIENCE

- **Inandout GMBH (ecommerce company)** 2018 - PRESENT
Ecommerce manager
 - Management, oversight, and optimization of online sales in e-commerce stores and on global sales platforms (Amazon, eBay, Fnac, Rakuten).
 - Online advertising (Google Ads, Meta Ads, Amazon PPC, LinkedIn Ads).
 - Analysis and reporting of sales results, as well as monitoring the competition.
 - Development and sourcing of new products and suppliers, registering new trademarks with EUIPO.
 - Creative writing of marketing copy, editing photos, videos and catalogs.
- **Edge d.o.o. (digital marketing company)** 2010 - 2018
Digital marketing manager
 - Development and strategic management of online brands (e.g., gumaguma.si, rokenrol.si, hugyourlife.hr), including the setup and optimization of e-commerce stores, landing pages, and presale pages.
 - Comprehensive management of digital marketing: online advertising, analytics, social media management, email marketing, and defining and optimizing sales funnels to increase conversions.
- **Zadrga d.o.o. (advertising agency)** 2007 - 2010
Head of Media Production
 - Head of Development for an Innovative Online Publishing Platform and Editor-in-Chief of Slovenia's First Online Magazine, Mamut.si.
 - Responsible for analyzing media presence, preparing reports, and writing press releases for renowned clients such as Audi, A1, Pivovarna Laško, Nikon, and Telekom Slovenije.
- **Videotop d.o.o. (publishing company)** 2002 - 2007
Editor-in-chief
 - Director of Production and International Licensing for leading global publishing houses Emap Publishing (London) and Alpha Media (New York).
 - Editor-in-Chief of FHM, the best-selling men's magazine in Slovenia, and the technology magazine T3, focused on new technologies and innovations.

SKILLS

Project management, ensuring an efficient work process, experience in team leadership, preparation of in-depth analyses and reports, above-average proficiency in Slovenian and English, strict adherence to deadlines, ability to work under pressure, multitasking skills, accuracy, online sales, digital marketing, online advertising, creative writing, public relations.

EDUCATION

University graduate in communication studies, Marketing and Marketing Communications, Faculty of Social Sciences, University of Ljubljana (2000)