



# UROŠ MAJCENOVIČ

EXPERT IN ONLINE SALES, DIGITAL MARKETING, AND  
MARKETING COMMUNICATION

## CONTACT

---

 Lobnica 15,  
2342 Ruše,  
Slovenija

 umajcenovic@gmail.com

 +386 51 602 471

 [www.linkedin.com/in/  
urosmajcenovic](https://www.linkedin.com/in/urosmajcenovic)

## EDUCATION

---

University graduate in  
communication studies,  
Marketing and Marketing  
Communications

**Faculty of Social Sciences,  
University of Ljubljana (2000)**

**2. gymnasium, Maribor (1995)**

## WORK EXPERIENCE

---

**Inandout GMBH (company specializing in online sales  
and digital marketing), Ecommerce Manager**

OCTOBER 2018 - TILL NOW

- Creative copywriting for product descriptions, marketing materials, and sales catalogs.
- Expertise in digital marketing and online advertising (Meta Ads, Google Ads, Amazon PPC), including web analytics, social media management, and email marketing campaigns.
- Management, monitoring, and optimization of online sales platforms such as Amazon, Rakuten, eBay, and Fnac.
- Product research and development to expand and improve the online catalog.
- Conceptualization, design, and registration of new trademarks to enhance brand identity.
- Development of online stores and high-performing landing pages.
- Dedicated customer support to ensure an excellent shopping experience.

**EDGE D.O.O., (digital marketing company), Digital  
Marketing and Production Manager**

DECEMBER 2010 - OCTOBER 2018

- Digital marketing, online advertising, web analytics, social media management, and mass email campaigns;
- Development, strategy, and creation of online stores and brands, including gumaguma.si, rokenrol.si, and hugyourlife.si;

# ADDITIONAL INFORMATION

---

## LANGUAGE SKILLS:

- Slovenian (native language),
- English (excellent),
- German (very good),
- (Serbo)Croatian (excellent).

## DIGITAL MARKETING TOOLS:

- Meta Ads,
- Google Ads,
- Google Analytics,
- Semrush,
- Ahrefs,
- Mailchimp,
- Hotjar,
- Hootsuite,
- Canva,
- Capcut.

## COMPUTER SKILLS:

- Microsoft Office,
- Adobe Photoshop,
- Adobe InDesign,
- HTML,
- CSS.

## DRIVING LICENSE:

- A
- B.

## SPORTS AND RECREATION:

- Taekwondo,
- Mountain biking,
- Skiing.

- Author of press releases for prominent brands such as Audi, A1, Pivovarna Laško, Nikon, Telekom, Samsung, and more;
- Content writer for websites, online stores, product and brand presentations, social media, landing pages, and online purchasing optimization;
- Media production manager;
- Organizer of press conferences and provider of media analysis.

### **ARENA IDEJ D.O.O., (publishing company), Editor-in-Chief and Development Manager for a new online publishing platform**

DECEMBER 2007- DECEMBER 2010

- Head of Development for a new online publishing platform.
- Editor-in-Chief of Slovenia's first online magazine, Mamut.si.
- Editor-in-Chief of the print lifestyle magazine for men, Maxim.

### **VIDEOTOP D.O.O., (publishing company), Editor-in-Chief**

DECEMBER 2002- DECEMBER 2007

- Editor-in-Chief of FHM magazine (Slovenia's best-selling men's magazine) and T3 magazine (focused on new technologies).
- Production Director overseeing international magazine licensing for EMAP, Future Publishing, and Alpha Media.

### **PRO-FOCUS D.O.O. (advertising agency), Project Manager**

DECEMBER 2000 - DECEMBER 2002

- Creative copywriter and designer of advertising materials for brands like TUŠ, Vileda, Pivovarna Laško, and Zavarovalnica Maribor.
- Writer of press releases and media planner.
- Monitoring media publications and coverage.

## KNOWLEDGE AND SKILLS

---

- Experienced leadership professional with a rich, successful, and proven work history in marketing and media production.
- Excellent knowledge of product management, digital marketing, online advertising, e-commerce, creative writing, and public relations.
- Ability to work under pressure and multitask effectively.
- Successful in environments that require both team-based and independent work.

## COMPETENCIES

---

### Creativity

In most cases, my success in the business environment has always been a result of creativity and solving problems and challenges in unconventional and different ways. For example, a 30% increase in online sales at my last employer was largely due to my sales strategies and advertisements.

### Adaptability

Despite being in a foreign country with a different language and work environment, my adaptability, empathy, and quick learning of the language and customs allowed me to perform my job to the mutual satisfaction of both me and my last employer.

### Good Work Organization

I systematically record my tasks and goals in an e-planner and prioritize them based on urgency and complexity. This gives me a clear overview of obligations and control over the status of tasks and goals at any given moment. I realized the importance of this component during my years of editorial work, which led to FHM becoming the best-selling men's magazine in Slovenia.

### Leadership Experience and Teamwork

Throughout my career, I have led teams of 10 to 20 colleagues, successfully coordinating my tasks with the needs and responsibilities of others. I strive to resolve conflicts within teams before they escalate and become significant. I listen to and consider others' suggestions and make compromises that serve the achievement of common goals.

### Learning

I approach unknowns in my work with curiosity and constantly expand my knowledge. I regularly stay updated on new information, trends, and developments in my professional fields through websites, podcasts, forums, blogs, and magazines.