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 <https://goranborojevic.info>

Summary

Accountable professional with a strong track record in Sales & Account Management, Product Development, Multimedia production, and Event Management.

Successful at directing new sales initiative, driving sales and marketing targets, managing projects for various clients, delivering creative solutions and new product launches.

In the area of Multimedia production, tech-creative enthusiast with creative vision, demonstrating skills from theatre directing to website building, graphic design, and videography.

Active and notable team member in organising a wide range of events; from international art festivals, educational seminars to international academic conferences.

Creative, Enthusiastic, Passionate and Versatile. Driven to understand client needs & passionate in the field Multimedia Production. I invite you to visit my portfolio website at www.goranborojevic.info

Experience

Regional Account Manager & New Product Developer

Scientific Knowledge Services

Aug 2014 - Aug 2022 (8 years)

RESULTS:

- Built a portal and infrastructure for online events; scholarly.events
- Became a "director of the virtual studio" for online conferences
- Recorded and edited promotional and educational video clips
- Successfully developed new business in two countries (Slovenia and Croatia; high-paced market penetration from 0 to millions
- Introduced new products / encouraged the expansion of online library collections on all levels (from faculty to consortium) / negotiated transformative agreements with customers (switch to OpenAccess).
- Successfully transformed traditional non-buyers into key customers.
- Improved communication between users and decision makers.
- Built a strong base of loyal customers

TASKS:

- **Creating an infrastructure for virtual events.**
- **Representing more than 10 international scientific publishers and service providers**
- Consultancy and education of clients and users
- Budgeting, planning and reporting
- Market and competition analysis
- Independently dealing with public procurement tenders, localisation issues and finance and administration

- Discovering potential influencers and decision makers
- Collaborating with top universities, research, medical institutions, and consortia.
- Building and preserving strong relationship with key customers
- Researching clients' need and goals to offer appropriate solutions
- Initiating and organising sales meetings, product trainings and discussions with customers and clients.
- Participating in the publishing and science conferences and events, marketing activities.
- Managing a wide variety of customer service and administrative tasks to resolve customer issues quickly and efficiently.
- Continually expanding and promoting the portfolio of products and services. (product presentations, monthly newsletter preparation)



Website Designer, Video Editor, Graphic Designer, DTP

Protagonist d.o.o.

Jun 2017 - Present (5 years +)

Delivering creative solutions for various clients

- Building websites in Wordpress and other CMS
- Recording & Editing "augmented video presentations" and multiple-choice video
- Creating multimedia content for educational purposes (Video, ePub, course book...)
- Designing posters, leaflets and social media visuals
- Finding and communicating with clients



Product Development Manager

Didaskalia

Sep 2012 - Aug 2014 (2 years)

Project based assignments with clear sales and marketing targets mainly including: innovation, new product mix launches, developing reporting and analytical approach to business decisions.

- Developed, marketed and sold a range of creative education products and services, including interactive and educational performances, creative workshops, events.
- Developed the portfolio of Eurolingua language school (English through theatre, Digital Learning, ...)
- Designed participants guides and other business education content for the client, DOOR training and consulting.
- Drove the short-term and advanced promotional processes, mainly digital marketing campaigns.
- Created and managed print, online and social media communications designed to promote company brand, image and values.



Product and Business Development

Lamaro digital

Nov 2011 - Sep 2012 (11 months)

Took part in developing the system for making, selling / lending and reading eBooks (Tookbook.com and Vip eKnjižara).

- Acquired and prepared new content (print > ePub) and administered the online eBook platform.
- Developed new business opportunities by effectively communicating the online library solution to leading Croatian publishers.
- Visited clients on-site to give benefit-oriented sales presentations.

- Collaborated with Croatian Academic Network - CARNet on the development of the "EduKnjizara" platform for digital course books.
- Maintained satisfaction and increased usage through full customer support.
- Created sales reports and marketing communications for partner publishers.
- Developed and executed marketing programs and general business solutions resulting in increased company exposure, customer traffic, and sales. Targeting early adopters.

ELT Sales Representative - VBZ & Pearson

V.B.Z. d.o.o.

Feb 2010 - Nov 2011 (1 year 10 months)

English Language Teaching Specialist | Croatia, Slovenia and Bosnia & Herzegovina | Pearson Education / VBZ

- Ensured achieving revenue target by building long-term relationships with private language schools and advising customers on purchases and promotions.
- Built a database of all state and private language schools in the region to achieve new business targets.
- Collaborated with marketing department to define positioning and messaging, and plan market launch, public relations, and lead generation campaigns.
- Administrated and improved local website.
- Designed layouts for direct mail advertising material.
- Managed wide variety of customer service and administrative tasks related to print books business.
- Ensured superior customer experience by addressing customer concerns, demonstrating empathy and resolving problems.
- Developed reputation as an efficient collaborator with high levels of accuracy.

Education

Faculty of Humanities and Social Sciences, Zagreb

started PhD Study, Culture, Film and Performing Arts

2010 - Present

Literature, performing arts, film and culture

Faculty of Humanities and Social Sciences

Master of Education - MEd, English, Polish

2001 - 2010

Final Thesis: "Using Interactive Whiteboards to Improve Learning and Address Different Learning Styles"

Skills

Web Design • Video Editing • Sales • Online Publishing • Event Management • Graphic Design • Live Video Streaming • Performing Arts • Communication • Education