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<https://goranborojevic.info>

Summary

A highly accountable professional with a unique blend of skills acquired through projects in the fields of culture, media and business. As a link, my interest and ability to introduce and master modern technological solutions stand out. At all times, I combine all the acquired knowledge into a purposeful and sustainable whole with the aim of giving a word picture, promoting knowledge, connecting people, and creating added value.

Experience

Online Sales and Marketing Coordinator

Harissa d.o.o.

Mar 2023 - Present (11 months)

RESPONSIBILITIES

- * managing the company's online presence and improving its digital marketing efforts
- * overlooking and creating graphic design and other visual and outbound communication. From social media content to product labels
- * drive traffic and increase conversion for the company's web shop

My duties and accomplishments include:

- * Managing the company's social media marketing activities and creating engaging content to increase brand awareness and drive sales. Video editing, product photography and graphic design.
- * Creating and managing email marketing campaigns to promote products and generate leads.
- * Coordinating with the website development team to improve the webshop's performance, SEO, and user experience. Conceptualised a few tweaks have created a significant shift in conversion.
- * Monitoring website traffic, data analysis, and implementing strategies to increase online sales.
- * Managing customer inquiries and ensuring prompt responses and customer satisfaction.
- * Coordinating with the management team to develop and implement marketing strategies to increase sales and revenue.
- * Measurable growth in sales (31%) and brand awareness accomplished in the first 10 months.

https://www.instagram.com/harissa_spicestore/

<https://www.harissa.hr>

Website Designer, Video Editor, Graphic Designer, DTP

Protagonist d.o.o.

Jun 2017 - Jun 2023 (6 years 1 month)

- Building websites and web shops in Wordpress and other CMS
- Recording & Editing "augmented video presentations" and multiple-choice video
- Creating multimedia content for educational purposes
- Graphic design of posters, leaflets and social media visuals

<https://goranborojevic.info>

ICT Business Development Manager - focused on ICT in education

Lukvel

Oct 2022 - Mar 2023 (6 months)

Focusing on enhancing market awareness by deeply understanding customers' needs for ICT in education.

- * Identified and generated new business opportunities to enhance market awareness
- * Developed a deep understanding of customers' ICT needs and aligned solutions accordingly
- * Prepared and delivered impactful presentations and workshops on digital classrooms and hybrid learning
- * Built strong client relationships based on trust and tailored solutions
- * Stayed updated on emerging technologies and market trends
- * Provided forward-thinking recommendations and delivered innovative solutions
- * Implemented the strategy to improve brand awareness
- * Contributed to building an image of Lukvel as a trusted partner for the advancement of ICT in Education
- * Skilled in market analysis, customer engagement, and driving business growth

Regional Account Manager & New Product Developer

Scientific Knowledge Services

Feb 2017 - Jul 2022 (5 years 6 months)

- Building a portal and infrastructure for online events
- Recording and editing promotional and educational video
- Representing more than 10 international scientific publishers and service providers
- Negotiating consortia deals and encouraging multiyear agreements
- 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
- Building and preserving a strong relationship with key customers
- Researching clients' need and goals to offer appropriate solutions
- Initiating and organising sales meetings, product trainings, round tables and discussions with customers and clients
- Participating in the publishing and science conferences and events, marketing activities
- Managing wide variety of customer service and administrative tasks to resolve customer issues quickly and efficiently
- Consultancy and education of clients and users
- Continually expanding the portfolio of products and services

Account Executive for Slovenia and Croatia

Scientific Knowledge Services

Aug 2014 - Feb 2017 (2 years 7 months)

- Successfully developed new business in two countries (Slovenia and Croatia).
- High-paced market penetration
- In-depth knowledge of products and market activities.

- Introduced new products / encouraged the expansion of online library collections on all levels (from faculty to consortium).
- Successfully collaborates with top universities, research and medical institutions, and consortia.
- Improved communication between users and decision makers.
- Built a strong base of loyal customers.

Sales and Marketing Manager

Didaskalia

Sep 2012 - Aug 2014 (2 years)

- Project based assignment 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.
- 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
- Acquired and prepared new content and administrated the online eBook platform
- Visited clients on-site to give benefit-oriented sales presentations
- Full customer support to maintain satisfaction and increase usage
- Created sales and marketing reports for partner publishers
- Developed new business opportunities by effectively communicating the online library solution to leading Croatian publishers
- Developed and executed marketing programs and general business solutions resulting in increased company exposure, customer traffic, and sales. Targeting early adopters.
- Collaborated with Croatian Academic Network - CARNet on the development of the "EduKnjizara" platform for digital course books

ELT Sales Representative - VBZ & Pearson

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

Feb 2010 - Nov 2011 (1 year 10 months)

ELT Representative | 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

Master of Education - MEd, English, Polish

2001 - 2010

Skills

Consultative Selling • Web Design • Video Editing • Publishing • Sales • Account Management • Proofreading • Online Publishing • Event Management • Graphic Design