

VANESA DROBAC

Trade, Marketing, Web developer

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🌐 <https://www.linkedin.com/in/vanesa-drobac/>

🌐 <https://vanesadrobac.github.io/Portfolio/> 📍 Osijek

ABOUT

I have a strong interest in digital marketing and web development, combining my education in Marketing and Trade with technical skills in programming, obtained through a Front-end Developer certification. Through experience in managing marketing campaigns on platforms like Meta Ads, Google Analytics, and Google Ads, I have developed the ability to analyze data and optimize campaigns for maximum results. I independently develop web projects in Visual Studio Code and focus on creating visual, interactive content using tools like Canva and Adobe Cloud.

I keep track of market trends and align strategies to ensure competitiveness, with a strategic approach based on market analysis and research. Additionally, I have experience in creating business and marketing plans and have actively participated in negotiations and contract drafting. Furthermore, I successfully implement sales strategies, identify new business opportunities, and build long-term relationships with clients, always with a focus on achieving specific business objectives.

EDUCATION

Front-end developer 04/2024 - 12/2024

[Algebra](#)

Master's degree in Economics, majoring in Marketing 09/2020 - 09/2023

[Sveučilište Josipa Jurja Strossmayera u Osijeku, Ekonomski fakultet](#)

Bachelor's degree in Economics, majoring in Trade 09/2017 - 09/2020

[Veleučilište Lavoslav Ružička u Vukovaru](#)

EXPERIENCE

Manager 03/2022 - 03/2025

[Caffe bar Viva](#)

Osijek

- Design and creation of web banners and accompanying graphic elements such as logos, illustrations, icons;
- Creating posters and following the latest market trends;
- Promotion of the facility and its products;
- Constant active optimization of content on social networks;
- Creativity when designing ways to increase sales;
- Introducing new products;
- Procurement of products and continuous maintenance of partner relations;
- Paying for promotions within ads through an advertising account to increase your audience.

ADDITIONAL EXPERIENCE

Various jobs in the hospitality industry 2020 - 2022

Hrvatska

- Using performance analysis tools;
- Sales and negotiation;
- Inventory management and procurement;
- Team management and training of new employees;
- Managing daily operations;
- Creation and implementation of marketing strategies;
- Customer relationship management;
- Organization and coordination of events;
- Constant communication and cooperation with suppliers;
- Maintenance and improvement of hygiene standards;
- Management of social networks;



SKILLS

FRONT-END: • HTML • CSS • JS • React •

GitHub

MARKETING: • Google tools • Meta ads •

Graphical design • MS Office • SEO •

Videoproduction • Social Media Tools •

E-mail marketing • Content marketing •

Consumer research • Brand management

TRADE: • E-commerce • Branding •

Negotiation skills • Market Analysis •

Competition Analysis •

Presentation and creation of offers •

Proactivity and independence •

Persistence • Motivation •

Communication skills •

Goal Achievement

KEY ACHIEVEMENTS

💎 Marketing

Increasing social media engagement by 30% through designing and implementing a successful campaign.

💎 Trade

Increase sales by 20% in six months by implementing new techniques.

💎 Programming

Developing my own website.

LANGUAGES

Croatian Native ●●●●●

English Proficient ●●●●●

German Intermediate ●●●●●

Spanish Beginner ●●●●●

ADDITIONAL EXPERIENCE

Work specialist

Kaufland

Student job

- Work in the vault and store.

Credit Archiver

Addiko Bank Hrvatska

Student job

- Archiving old loans into the system and implementing new ones.

2019

Vukovar

2018

Vukovar

AWARDS



Dean's Award for Sports



Certificate of appreciation for contribution and achieved results at the University Competition in 3 sports disciplines

STRENGTHS



Creativity and innovation

I excel at creating new ideas for marketing campaigns and content optimization. My creative approach allows me to stand out in competitive markets.



Analytical thinking

I pride myself on my ability to analyze data and reports to optimize campaigns and maximize ROI. My understanding of market trends helps me make informed decisions.



Ability to adapt

I quickly adapt to new technologies and changes in market conditions, which allows me to remain competitive and successful in a fast-paced environment.



Organizational skills

I am able to manage multiple tasks simultaneously, with an emphasis on timely execution of projects and maintaining high quality standards.



Passion for learning

I am always looking for new opportunities for personal and professional development. Furthermore, I want to learn new technologies and strategies that I can apply in my work.



Digital literacy

I am proficient in using various digital tools for marketing, data analysis, design, and programming, thereby improving efficiency and results.



Communication skills

I possess strong communication skills, both written and verbal, which allows me to build strong relationships with clients and colleagues and successfully lead teams.

INTERESTS



UNISPORT HR



Handball - ŽRK Olimpija, ŽRK Vukovar, ŽRK Multinorm

PUBLICATIONS

Economic structure of the population in the European Union

Novo Mesto: Univerza v Novem mestu / SKEI 2020

Vanessa Drobac / Sandra Mrvica Madarac 2020

<https://www.croris.hr/crosbi/publikacija/priilog-skup/698197>

INDUSTRY EXPERTISE

Trade

Marketing

IT

MY TIME

- A Managing projects / 30%
- B Prioritization of tasks / 20%
- C Planning and organization / 10%
- D Continuous learning and development / 10%
- E Monitoring goals and deadlines / 20%
- F Rest / 10%

FIND ME ONLINE

Instagram
vanesa.drobac

GitHub
VanessaDrobac

LinkedIn
vanesa-drobac

Portfolio
<https://vanesadrobac.github.io/Portfolio/>