

# KLARA PELHE

DIGITAL MARKETING  
MANAGER

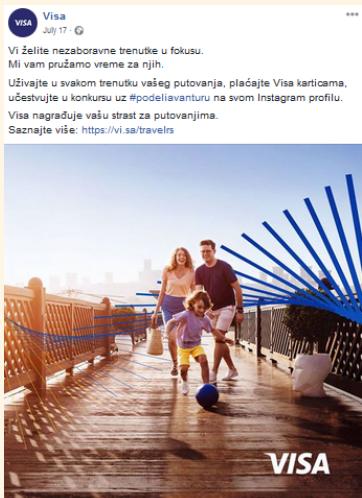
## CONTACT:

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# PORTFOLIO

## CLIENTS

### VISA



- Publishing content on Social networks and communication with fans

- Communication with the clients and organization of team and projects

- Coordination of campaigns and projects in other markets (Azerbaijan, Belarus, Bosnia and Herzegovina, Kazakhstan)

- Creating ideas and campaigns for better branding and recognition on digital channels

- Writing monthly, quarterly and annual reports and statistics

- Creating new digital campaigns and projects



## Important projects:

FIFA World Cup in Russia, Digital quiz „Play Smart“, Belgrade Beer Fest, Crossborder campaign

# DR.OETKER SERBIA

- Creating and publishing content on Social networks and communication with fans
- Communication with the clients and organization of team and projects
- Creating ideas and campaigns for better branding and recognition on digital channels
- Writing monthly and quarterly reports
- Creating new digital campaigns and projects
- Market analysis and discovering new digital media trends



## Important projects:

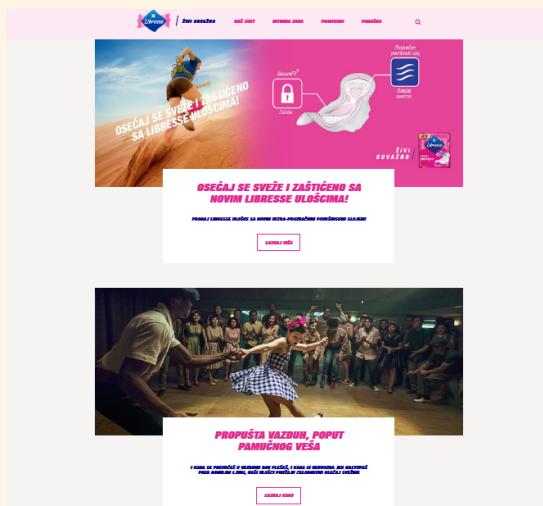
Digital activations:  
Sweet message and My holiday challenge



## LIBRESSE SERBIA

### Important projects:

#### Website Libresse Serbia



- Creating and editing content for website in Content Management System (SDL)

- Communication with the client

- Translation and adaptation of texts in the local language

- Creating ideas and campaigns for better branding and recognition on digital channels

## MARBO

### (PARDON AND GUD)

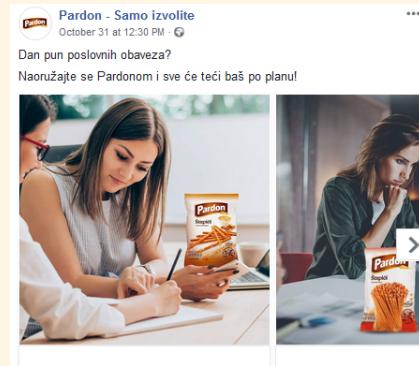
- Publishing content on Social networks and communication with fans

- Communication with the clients and organization of team and projects

- Creating ideas and campaigns for better branding and recognition on digital channels

- Writing monthly and quarterly reports

- Creating new digital campaigns and projects



## BEKAMENT

- Communication with the clients and organization of team and projects
- Creating ideas and campaigns for better branding and recognition on digital channels
- Creating new digital campaigns and projects
- Coordination of jobs for other markets (Albania, Bosnia and Herzegovina, Montenegro, Slovenia)

### Important projects:

Digital prize contests Bekament coatings and Bekament decorations



## DELTA CITY



- Creating and publishing content on Social networks and communication with fans

- Communication with the clients and organization of team and projects

- Creating ideas and campaigns for better branding and recognition on digital channels

- Creating new digital campaigns and projects

# 11 APRIL AND SPORT'S HALL NEW BELGRADE

- Creating and publishing content on Social networks and communication with fans
- Communication with the clients and organization of team and projects
- Creating ideas and campaigns for better branding and recognition on digital channels
- Creating new digital campaigns and projects
- Creating Facebook and Instagram promotions (boosting of posts and page)
- Promoting and writing PR texts for different manifestations
- Writing monthly and annual reports



## Important projects:

### Promotion of concerts of Beth Hart and Caro Emerald



## PLANETWIN365 SERBIA

- Creating and publishing content on Social networks and communication with fans

- Communication with the clients and organization of team and projects

- Creating ideas and campaigns for better branding and recognition on digital channels

- Creating new digital campaigns and projects

- Writing monthly and quartal reports

- Creating Facebook and Instagram promotions (boosting of posts and page)

- Creating Google Adwords ads (Search and Display) and campaigns

- Tracking Google Analytics reports



## CANDY UNIVERSE

- Creating Google Adwords ads (Search and Display) and campaigns

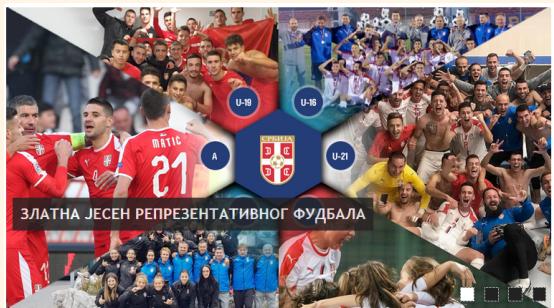
- Tracking Google Analytics reports



# FOOTBALL ASSOCIATION OF SERBIA

## Important projects:

### Campaigns before FIFA World Cup in Russia



- Writing statistical reports and competition analysis

- Creating campaigns before FIFA World Cup in Russia

- Creating digital strategies