Lara Mihelin

ABOUT ME

Final-year student at the University of Applied Sciences in Information Technology, with hands-on experience in data analysis, CRM systems, and digital marketing tools.

CONTACT

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PROFESSIONAL EXPERIENCE

Data Analyst Assistant (CRM)

FOREO Sweden
December 2023

- Analyzed large datasets to derive actionable insights and trends
- Developed and maintained SQL queries to extract, manipulate, and analyze data from various databases
- Generated weekly subscription performance reports using Recurly, providing key metrics on churn, renewals, and recurring revenue
- Utilized Google Analytics to track and analyze website traffic, user behavior, and marketing campaign performance
- Collaborated with cross-functional teams to gather requirements and deliver analytical solutions tailored to business objectives

Telecommunications company

Hrvatski telekom d.d.
June - October 2023

- As part of my previous role, I honed my telesales skills, demonstrating a strong ability to engage with prospective clients and convert leads into sales
- It allowed me to continually refine and improve my communication skills by effectively engaging with users, and understanding their needs
- My previous experiences in collaborative environments have sharpened my organizational and communication skills, emphasizing the value of effective teamwork

EDUCATION

Special veterinary school (Veterinarska škola)

2017 - 2021

Graduated with High Honors.

VsITe (University of Applied Sciences in Information Technology)

2021 - 2025

Bachelor's degree - programming course

SKILLS

JavaScript, HTML/CSS
Tableau
Salesforce Marketing Cloud
Power BI

EXTRA-CURRICULAR ACTIVITIES

Workshop: "Development of video games in Unity"

- Organizer: VsiTe
- Place: Zagreb, Croatia
- Date of participation: June 2022
- Description: I participated in a workshop that provided basic knowledge about the introduction to C# language programming, planning the video game to be created, level design, using tools for creating graphics, and working on the project

Workshop: "Java Foundations"

- Organizer: Oracle academy (VsiTe)
- Place: Zagreb, Croatia
- Date of participation: June 2023
- Description: During the workshop, I familiarized myself with programming concepts, object-oriented principles, terminology, syntax, and the essential steps involved in crafting foundational Java programs