

ABOUT ME

Marketing leader with **18+ years** of experience **driving growth** for global brands in hospitality, legal, real estate, entertainment, startup etc.. I've led high-performing digital campaigns for ALH, Valamar, Sunčani Hvar, Admiral Casino, and DuPont & Blumenstiel, specializing in Google Ads, SEO, and CRO. Proven mastery in Google Ads, SEO, CRO, and lead generation, with a track record of scaling campaigns and leading teams in global markets.

SKILLS

GOOGLE ADS

GOOGLE ANALYTICS

META ADS, LINKEDIN ADS

DATA ANALYSIS & REPORTING

CONVERSION RATE OPTIMIZATION

LEAD GENERATION & FUNNEL OPTIMIZATION

TEAM LEADERSHIP & REMOTE TEAM MANAGEMENT

SEO (TECHNICAL SEO, ON-PAGE, OFF-PAGE, LINK BUILDING)

LINK

LinkedIn:
<https://www.linkedin.com/in/zeljkoavar/>

LANGUAGES

ENGLISH

CROATIAN

SLAVIC LANGUAGES

EDUCATION

ŽELJKO ČAVAR

DIGITAL MARKETING MANAGER

📍 Croatia, Dubrovnik, Croatia

📞 +385 91 911 5118

✉️ zeljko@seo-consult.info

WORK EXPERIENCE

SEO CONSULT

Dubrovnik

Feb 2010 - Present

Digital marketing manager

- Spearheaded successful digital marketing campaigns for prominent Croatian entities including Valamar, ALH, Suncani Hvar, Pervanovo, and international clients like Law Offices of DuPont & Blumenstiel (US), Guardian Services (US), Popup Comedy Shop (UK), Admiral Casino (EU) etc..
- Expertise in comprehensive digital marketing strategies, with a focus on SEO, SERP optimization, and Google My Business optimization.
- I managed a lot of Google Ads campaigns for international markets, mostly US, UK and the EU market, for hotel chains, tourist agencies, medical polyclinic, law offices, casino, startup, real estate etc.

Achieved notable campaign results:

- ALH 72.8% increase in revenue
- Suncani Hvar more than 65% traffic increase
- Tourist agency Vidokrug, 300% online bookings growth
- Admiral Casino - Google traffic growth 90,18 %
- Managed Google Ads with 20X ROAS for Guardian Services
- Law Offices of DuPont and Blumenstiel 615% increase in Google traffic

For recommendation please visit on

<https://www.linkedin.com/in/zeljkoavar/>

ADRIATIC LUXURY HOTELS

Dubrovnik

Oct 2007 - Feb 2010

Internet marketing manager

- Engineered comprehensive digital marketing strategy for Adriatic Luxury Hotels, enhancing online presence through targeted website development and optimization.
- Directed robust link-building initiatives and PPC campaigns via Google Ads, driving high-value traffic and conversions.
- Led SEO operations for a prestigious hotel portfolio, securing top 10 Google rankings for competitive keywords, notably "dubrovnik hotels" and "hotels in dubrovnik."
- Achieved a substantial 72.8% revenue surge through strategic online marketing efforts and performance analytics.

ABC INFORMATICA

Dubrovnik

Oct 2001 - Oct 2007

System Administrator, Web Master

- I contributed to various web development projects utilizing PHP4, Informix (MySQL) databases, and front-end technologies like HTML, CSS, and Photoshop for design.
- Notably, I collaborated with colleagues to develop a comprehensive web shop platform for travel agencies, featuring an online booking system for hotels, private accommodations, excursions, and transfers.

GRADUATED PHILOSOPHY

Philosophical faculty in Zagreb /
Zagreb /
1999

DRIVING LICENSE

Driving license category

Yes

PERSONAL DETAILS

Nationality

Croatian

NOVENA

Zagreb

Mar 2000 - Oct 2001

PC WORLD -

DUBROVNIK

SUMMER FESTIVAL

Dubrovnik

May 1994 - Oct 1999

- This experience extends to a range of other web development projects.

System Administrator, Web Master

- Managed a network of 2,000 NT servers.
- In addition to server management, I possess web development skills (HTML, CSS) and proficiency in design software (Photoshop).
- This skillset was applied to projects like designing websites www.kenwood.nl, www.kenwood.hr, <https://narodne-novine.nn.hr/> etc.

System Administrator, Technical project director

- Provided comprehensive IT support at PC World, including LAN network administration and hardware and software maintenance.
- Additionally, I developed and delivered training programs for employees on essential applications like Windows 95, 98, Word, and internet usage.
- In 1999, I enhanced my expertise as the Technical Project Director for the [Dubrovnik Festival Website](#).

HOBBIES

MUSIC: A CAPPELLA SINGING (DALMATIAN KLAPA), GUITAR (ROCK, BLUES, POP),
MANDOLIN (KLAPA, ROCK) MOTORCYCLING: ENTHUSIAST AND RIDER