



TAJANA ŠKORAK

KEY ACCOUNT MANAGER

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Adress:

Vulisinec 19, 42250 Lepoglava
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Croatia

Digital Skills:

AI Coding - Websites and
digital tools development -
Cursor, Next.js, Vercel, Cursor,
Stripe, Resend

Languages:

English B2

Deutsch A1

Driving licence: B

Key Account Manager - HoReCa Channel METRO Cash&Carry d.o.o. | February 2022 - now

- Daily commercial contacts and customer visits and regular daily, weekly and monthly traffic reporting and customer visits
- Key Account Portfolio Management (Hotels & Canteens)
- Activation of digital solutions and improvement of their quality
- Collaboration with other sales teams and external partners
- Market analysis, preparation of reports and regular use
- Using Jira ticketing software
- Use of programs for individual pricing

Key Account Manager

Nutricius d.o.o. | June 2021. - February 2022.

- Active participation in the creation of sales strategy and sales
- Maintaining business relationships with customers
- Finding new users
- Field tour of existing and potential clients
- Creating content for blogs, social networks, using Google tools (AdWords, Analytics), creating and sending newsletters
- Creating and sending offers and invoices

Magazine manager

Journal of Plant Protection and Journal "Meso" – Zadružna štampa d.d. February 2021. - June 2021

- Editorial activities
- Selling Inventory and Subscriptions
- Forming and sending offers for advertising
- Communication with customers
- Designing content for the magazine
- Creating an account in the Synesis program

Affiliate marketing manager

Honorar job| 2016. - 2020.

- Market research
- Finding new users
- Creating a sales strategy and actively participating in sales

STUDENT JOBS (September 2013 - August 2019.)

- Receptionist (Hotel Turist, Varaždin)
- Sales representative of agricultural assortment and plant protection products (Agricultural Company Ivanec d.o.o.)
- Auxiliary work in the vineyard – area «Čardak», Haloze wine-growing region (Agricultural company Ivanec d.o.o.)
- Promoter - Field Days in Križevci, Monsanto d.o.o.
- Field and laboratory research (soil sampling, preparation of samples for laboratory analysis, performing laboratory soil analyses) - Soil Laboratory, Faculty of Agriculture, Zagreb

EDUCATION AND TRAINING

- Master of Science in Agronomy - MSc. Ing. agr.
- Faculty of Agriculture, University of Zagreb - October 2016 - April 2019
- Professional Bachelor of Science in Agronomy - October 2013 - October 2016
- Hotel and Tourism Technician
- School of Economics, Varaždin - September 2008 - September 2012
- AI Coding certificat - Digital Superhero - November 2025 - January 2026
Websites and digital tools development

DIGITAL SKILLS

- Jira ticketing software
- AI Coding - Websites and digital tools development - Cursor, Next.js, Vercel, Stripe, Resend
- Google Ads, Google Analytics, Google Trends
- Microsoft Word, Microsoft PowerPoint, Microsoft Excel
- Canva, Figma (Graphic Design Softwares)
- Facebook, Instagram Ads
- Email marketing - Mailchimp
- Synesis business software for working in a Windows environment