



## Tarik Rovcanin

### Marketing Consultant

#### INFO

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📍 Sarajevo, BiH

#### SKILLS

Self Management

Teamwork

Wordpress

Email Marketing

Adaptability

Social Media Marketing

Research & Strategy

Problem solving

SEO

MS Office

Tenacity

Market Research

Curiosity

#### EXPERIENCE

##### DIGITAL MARKETING SPECIALIST

FREELANCE | 06/2019 -

- Created profitable Facebook/Google ad campaigns for Ecommerce brands
- Participated in media planning to identify target audiences and crafted effective ad campaigns
- Conducted social media audits to ensure best practices are being used

##### SEO ANALYST

MSEO | 11/2018 - 06/2019

- Analyzed website and social media pages and made recommendations for improvement
- Monitored websites traffic, search results, and developed strategies.

##### WEB DEVELOPER

2AMIGOS | 01/2018 - 11/2018

- Created website layout/user interfaces by using standard HTML/CSS and Javascript

##### DIGITAL MARKETING MANAGER

FREELANCE | 01/2017 - 12/2018

- Oversee all aspects of digital marketing department
- Developed and monitored campaign budgets.

##### EMAIL MARKETING SPECIALIST

CONECOM | 06/2014 - 01/2017

- Created and coordinated email marketing campaigns (Lemlist, ActiveCampaign, Woodpecker)
- Developed a personalization strategy

#### EDUCATION

##### MASTER OF ECONOMICS , MARKETING MANAGEMENT

UNIVERSITY OF SARAJEVO | 2014 - 2016