

Zan Debevec

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SUMMARY

Marketing generalist with over five years of experience fueling growth for medium-sized companies across various industries. Proven expertise in copywriting and demand generation through SEO, paid ad channels, events, and CRO, along with a strong track record in strategic initiatives such as competitor research, persona development, and market analysis. I uncover insights and a path forward with data while employing automation to do the heavy lifting.

EXPERIENCE

*Honeypot, **B2B Marketing Manager***

Apr 2022 - Jun 2024

Developed and executed multichannel marketing strategies—including SEO, SEM, and email campaigns—strengthening the sales pipeline and surpassing targets by up to 20%.

Led and implemented a CRO project that increased inbound lead conversion by 15% and cut lead conversion time by 30%, speeding up customer acquisition.

Led planning and execution of online and offline events, driving 50–200 SQLs per event and achieving up to 300% ROAS.

Wrote and optimized copy for ads, landing pages, whitepapers, eBooks, and blog posts, translating technical content into user-friendly language and conducting A/B testing to improve performance.

*LemonOne, **Marketing Manager***

Dec 2021 - Apr 2022

Created brand assets to establish a consistent brand image across all platforms.

Improved sales productivity by developing and introducing new content and sales materials.

*Applift, **Marketing Manager***

Feb 2020 - Nov 2021

Launched a content marketing plan that increased organic traffic by 20%, improving brand visibility.

Oversaw freelancers by providing content briefs, feedback, and quality checks to ensure content's high standards.

Increased MQLs by 10% through Google Search and LinkedIn ads on a \$5K monthly budget.

*Engaged Communications, **Event/Project Manager***

Aug 2018 - Jan 2020

Managed five in-person events per year, generating 50–150K in gross profit per event

Handled all event logistics, including agenda creation, speaker recruitment, venue negotiation, budgeting, and on-site coordination.

Worked closely with marketing, operations, and sales teams to meet event goals and ensure smooth execution.

EDUCATION

University of Ljubljana

BA • Cultural Studies

University of Ljubljana

MA • Sociology of Culture

Excellent (Coursework completed; thesis pending)

SKILLS

Content Strategy • Funnel Optimization • Marketing Analytics • Copywriting • Event management • CRO • LinkedIn Ads • SEA • SEO • Sales enablement