

Ivan Švasta

Web administrator / Online marketing / Web designer

Zagreb

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I am 32 years old, currently working for a large successful international company in Online Marketing department.

Currently I live in Zagreb with my family, but for serious job offer I am willing to relocate to Sweden, since I am oriented on Swedish job market.

At the moment I speak only English, but learning Swedish language is on my to do list.

Villig att flytta var som helst

Arbetslivserfarenhet

Online advertising

Lidl Croatia d.o.o. k.d. - Zagreb

maj 2017 till Nutid

At the moment I work in Online Marketing department for international retail franchise. Workplace is very dynamic and time sensitive so the workflow planning is very important.

Responsibilities:

Maintenance and content creation for company website www.lidl.hr and online advertising through various channels (Google Adwords, Advertising on local portals, Email marketing, Push message marketing, Facebook marketing, Youtube).

My daily tasks could be divided in two sections (website maintenance and online marketing):

Website maintenance part:

- Creating website content using Adobe Photoshop and InDesign and maintaining lidl.hr website via CMS.
- Designing microsites for larger campaigns that are in company's focus.
- Maintaining content and appearance of company's mobile app.
- Maintaining digital flyer system.
- Working on tight schedule, and respecting the deadlines.

Online advertising part:

- Designing banners for Google Adwords standards (image banners and HTML5 banners).
- Writing Ads for Google Adwords Campaigns and analysing budgets, targeting goals, targeting special audience and also creating campaigns for Display, Search and Mobile network.
- Making monthly reports using Google Analytics and Data studio platform.
- Maintaining companies Youtube channel (adding new content, scheduling appearance).

- Designing and creating materials for Newsletter and making campaigns for Email marketing on Cheetah Digital platform. Analysing the performance of newsletter campaigns in Cheetah Digital platform.
- Maintaining subscriber database.
- Push message advertising
- Designing banners for Facebook advertising
- Designing banners for advertising on local portals
- Working on tight schedule.

Freelance Web Designer/Developer

SELF-EMPLOYED/UNEMPLOYED - Zagreb

2012 till maj 2017

In this period I was developing my skills as Web designer through various projects while working on daily jobs (maintenance, warehouse manager). I finished a number of projects on Elance, drawing vector graphics (images, logos, brand identity). Also I was leading email marketing campaigns for clients using MailChimp platform.

Here are some of my projects:

www.vina-knezek-kuze.com.hr

www.tomislavgustin.com

www.st-stil.com

<https://www.facebook.com/PcelarstvoMatuzic/>

Customer support

Optima Telecom - Osijek

april 2009 till november 2009

Responsibilities

Agent in call center/ Customer support/Telesales

My responsibilities at this job were client care (accounts, ISP), and selling services as a telesale agent.

Accomplishments

I provided customer support for Optima Telecom clients over the telephone, helping resolve problems with network service, telephones, computers.

Skills Used

Skills I demonstrated at this job were high communication skills, solving problems under pressure (with client on other side).

Internship

Web-IT d.o.o. - Osijek

februari 2008 till juni 2008

Responsibilities

Service and maintenance of computers,servers and computer networks

Hardware installation and software installation and maintenance

Accomplishments

During my time at this job I gained practical experience in maintenance of computers and computer networks.

Skills Used

Repairing desktop computers, laptops, solving hardware and software problems such as data rescuing, reinstallation OS (Windows, Linux), diagnostics and analysis.

Utbildning

BSc in Computer science/ Electro engineer i Computer science

Electrotehcnical Faculty - Osijek

2006 till 2013

Kunskaper

Web Design (5 år), Online Marketing (3 år), Website Design (6 år), Indesign (3 år), Photoshop (4 år), Google Analytics (3 år), Email Marketing (3 år), Google Adwords (3 år), Illustrator (8 år), SEO (2 år), Microsoft Office (10+ år), Web Development (5 år), Wordpress (5 år), HTML (5 år), CSS3 (5 år)

Certifieringar/Licenser

Google Adwords