

Kresimir Pavic

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Irvine, CA

Summary

Dynamic and innovative Digital Marketer with proven track record of expanding engagement, outperforming the competition, and increasing revenue. Establishes and obtains ambitious goals; skilled at building positive, long-term client relationships that drive business growth! Ambitious learner with the desire to diversify my sales and marketing knowledge.

Education

Fashion Institute of Design and Merchandising

Bachelors of Arts in Digital Marketing • Los Angeles, CA

02/2022

Skills

- Sales
- Social Media Management
- Salesforce
- Microsoft Office
- Customer Service
- Strategy Development
- Adobe Creative Suite
- Public Relations
- Marketing

Experience

Ascensio Marketing Agency

Chief Marketing Officer • Los Angeles, CA

01/2021 - Present

- Leveraged digital, email and direct mail to generate revenue and exposure to ten separate businesses
- Develop content partnerships with online influencers, including an influencer with 2+ million Instagram followers
- Lead seven-member marketing team, overseeing \$2 million annual budget for print/digital marketing, email promotions, branding initiatives, partnerships, and paid media

Nate Garner

Social Media Manager and Content Creator • Huntington Beach, CA

12/2019 - 01/2021

- Developed and created a series of YouTube videos that reached a total of 10,000,000+ views
- Created a social media strategy in deepening influencer/follower relationship
- Analyzed social media analytics and reported directly to influencer bi-weekly
- Increased engagement rate from 0.42% to 1.7% in a six-month span

Aldo

Store Manager • Chicago, IL

05/2018 - 12/2019

- Train 15 new employees
- Increase sales by 25%
- Built rapport with customers by offering friendly, knowledgeable, and supportive customer service

Languages

- French

- English