

Results-Driven Marketing

Innovative Problem Solving

Digital Strategy Development

MARKETING EXPERT

DINO BEŠIĆ, SDM, univ. mag. oec.

ZAGREB, CROATIA

Available

Digital marketing and sales expert with knowledge of English, Italian and German and 5+ years of experience in the field

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## Professional experience

- 2024 - Present
- Chief Marketing Officer**  
**Koykan** Quick service restaurant franchise
  - Built the whole marketing strategy from ground up
  - Lead campaigns which mad the most profitable weekends in years
  - Created a robust system to organise the cmpany structure
- 2023 - 2024
- Chief Marketing Officer**  
**Beauty Stars** Quality control for the beauty industry
  - Built a killer team of 10 from the ground up
  - Crafted funnels with 30% boost in conversions
  - Grew revenue by 200% in just 6 months
- 2022 - 2023
- Chief Marketing Officer**  
**Mansions Croatia** Global luxury platform
  - A/B testing slashed the cost per acquisition by 40%
  - SEO strategy increased leads by 20%
  - Influencer campaign with 90% profit margin
- 2019 - 2022
- Chief Marketing Officer**  
**Balance Entertainment** Event and marketing agency
  - Went from intern to CMO in 3 years
  - Dragged the company out of debt during COVID 19
  - Worked directly with clients and delivered results

## Education

- High School

School of natural sicience - 2017
- Bachelors Degree

Entrepreneurship  
Polytechnic of Rijeka - 2022
- Masters Degree

Marketing & Ecommerce  
ENEB , Spain- 2024
- Doctorate Degree

Marketing DBA  
Ongoing
- Continuous Improvement

Courses & Seminars  
Ongoing

## Additional experience

- Ran my own marketing consultancy on the side for 2 years.
- Worked with Croatian startups to hit an average 40% year-over-year growth.
- I am voted the best guest professor in private universities in Croatia because of my methodical approach and vast experience

## Brands I have worked with:

There's more on this link:

<https://archive.org/details/en-portfolio-dino-besic>



## Skills

<b>Adobe Creative Suite</b> XD, Photoshop, Illustrator, Premiere	<b>Prototyping &amp; Design</b> Figma, Framer, Canva, Adobe Express	<b>Basic knowledge</b> HTML , CSS, PHP, AWS	<b>Languages</b> English (native) German (Good) Italian (Excellent)
<b>Affinity Creative Suite</b> Photo, Designer, Publisher	<b>Analytics and Data</b> Google Analytics , Google Tag Manager Hotjar, Looker Studio	<b>Web &amp; E-commerce</b> WordPress, WooCommerce, Shopify	<b>SEO</b> SEMrush, Ahrefs, AnswerThePublic, Google Search Console, Yoast, RankMath, Moz
<b>PPC and Advertising</b> Google Ads, Facebook Ads Manager, LinkedIn Ads, Twitter Ads	<b>Social Media Management</b> Hootsuite, Buffer, Sprout Social, Later	<b>Email Marketing</b> Mailchimp, Constant Contact, Sendinblue, ActiveCampaign, ConvertKit	<b>CRM &amp; Marketing Automation</b> HubSpot, Salesforce
<b>Conversion Rate Optimization</b> Optimizely, VWO, Google Optimize, Unbounce	<b>Project Management</b> Asana, Trello, Basecamp, ClickUp	<b>Webinar and Video</b> Zoom, Vimeo, Davinci Resolve	<b>AI and Machine Learning</b> ChatGPT, Stable Diffusion, Claude.ai, Llama AI, Captions AI