

Dejan Omaljev

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PROFESSIONAL SUMMARY

Creative and detail-oriented marketing professional with 3+ years of experience in creating campaigns to engage and convert audiences.

I am interested in a new marketing challenge where I can design and execute impactful and effective online marketing campaigns.

EDUCATION

New Apprenticeship , Digital Marketing Specials, Remote	3/2020 - 9/2022
College for Hotel Management , Belgrade, Serbia Gastronomy Management	2013-2015
School of Tourism , Zrenjanin, Serbia	2008-2013

CERTIFICATIONS

	Date Issued
• Google Analytics	2022
• Google Ads	2022
• HS Inbound Marketing	2022
• HS Content Marketing	2022
• LinkedIn Agile Project Management	2022

PROFESSIONAL EXPERIENCE

WordPress Developer (contractor) , <i>TuiSpace</i> , Houston, TX	9/2020 - Present
<ul style="list-style-type: none">• Designed and prototyped a new website template using Adobe XD based on client requests.• Create the website in WordPress using Adobe XD design.• Conducted user testing and gathering feedback to improve the design and functionality of the website.• Implemented SEO tools (Yoast, SEM Rush) to increase website visibility.	
Digital Marketing Specialist , <i>NEW Apprenticeship</i> , Remote	9/2021 - 03/2023
<ul style="list-style-type: none">• Tracked key performance indicators (KPIs) and performance metrics, such as website traffic, conversion rates, and customer engagement, using the tools like Hubspot, HotJar, and Google Analytics.• Create workflows, lists, automation, short links, properties, dashboards, and reports in CRM to help and improve job performance and customer engagement.• Analyzed and interpreted data to identify trends and opportunities for improvement.• Visualized data using Excel, HubSpot, or Google Analytics tools to communicate insights and results to stakeholders.• Collaborated with cross-functional teams to develop data-driven marketing strategies.• Created and implemented a targeted A/B email marketing campaign that increased revenue by 40%.	
Culinary Manager	2007 - 2020
<ul style="list-style-type: none">• Working as a chef/manager in prestigious restaurants and hotels in the US and Europe, including	

TECHNICAL SKILLS

Adobe CS, HubSpot, SEM Rush, HotJar, WordPress, Google Sheets, Yoast, Google Analytics, Google Ads, Reddit Ads, Basic HTML/CSS

PROJECTS

- Improved website conversion rates by 20% through data-driven optimization efforts.
 - Optimized website funnel to align students to the ideal program for them by utilizing optimized landing pages, leading to a 50% increase in enrollment rate.
- Developed and implemented a data tracking and visualization system that increased team efficiency and decision-making accuracy by 25%.
 - Developed a data and visualization system to track student enrollment by location to inform decisions of digital ad marketing campaigns, which resulted in improved ROI of ads by 200%
- Conducted data-driven market research that resulted in developing new education programs, leading to a 25% increase in revenue.
 - Collected market research to understand the market needs to create a different student program by using HeatMapping and CRM system data which led to the creation of a new student program and resulted in a 25% increase in program revenue.
- Designed and developed a custom WordPress theme that improved website load times by 50%.
 - Maximize website design assets in Adobe XD for better results with responsive web layouts.
 - Reduce website load times by compressing graphics.
 - Enhance website performance and speed by managing Word Press plugins.