

CONTACT

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 London

EDUCATION

MSc Digital Marketing (Distinction)

Royal Holloway, University of London
2022 - 2023

BA Modern Languages with Business (2:1)

University of Exeter
2018 - 2022

CERTIFICATIONS

Fundamentals of Digital Marketing
(Google) – 2023

Analytics for Beginners (Google Analytics) – 2023

Inside LVMH (LVMH) – 2022

Python Coding Course (Exeter University) – 2021

Digital Skills: Digital Marketing Course
(Accenture) – 2020

LANGUAGE

English – Native

Spanish – Advanced

Italian – Advanced

Swedish – Advanced

IT SKILLS

- Microsoft Office
- WIX Website Design
- Trello, Miro, Padlet, Zoom, Microsoft Teams and SharePoint for remote working
- Google Colaboratory
- Canva, Pardot, Google Analytics, LinkedIn Sales Navigator, Socialblade, SEOptimer, Sparkscore, Twitonomy, Semrush, HubSpot, WordPress and SimilarWeb
- Milled, Facebook Ads Library

ISABELLA VRANIC

Digital Marketing MSc Graduate

ABOUT ME

I have a strong background in project management, social media management, and content development, I am well-equipped to support your business growth and brand aspirations. My experience in coordinating marketing campaigns and events, along with my proficiency in managing social media channels will allow me to play a pivotal role in achieving the company's marketing objectives. I am a self-starter with a sharp eye for detail, a passion for problem-solving, and a commitment to delivering exceptional results.

WORK EXPERIENCE

February 2024

Oliver Bonas HQ | Chessington

Growth Marketing Assistant

- Worked closely with the Head of Growth Marketing and Connected Commerce Lead
- Conducted competitor analysis through the Facebook Ads Library to inform paid advertising strategies
- Designed high-engagement affiliate email newsletter templates for increased conversions
- Conducted a data capture project to enhance information retrieval
- Focused on Google Ads headline creation to increase click-through rate and email link optimisation

July 2022- Present

Oliver Bonas | Chiswick, London

Sales Assistant

- Interpersonal communication – addressed customer needs and special requirements with a high level of service
- Worked closely with my team to ensure a high standard was met and service was carried out efficiently
- Maintaining a calm demeanour in a high-volume environment with challenging customers
- Increased monthly sales by 20% through targeted customer engagement strategies

September 2022 - 2023

R-L Trans | Remote

Digital Marketing Assistant

- Controlled the company social media platforms and created content (Instagram, Facebook)
- Designed and managed the company website implementing SEO strategies

July 2022

Chartered Developments | Exeter

Marketing Project Lead

- Researched appropriate sales leads, collected a client data base and created lead lists using the programme LinkedIn Navigator for top 50 law firms
- Produced infographics such as a checklist blog and persona tailored for top 50 law firms to be featured on the company website and the automated lead generation
- Created strap lines for connection requests focusing on the curiosity gap, questions, odd numbers, the use of the personal 'you', announcements and adjectives
- Used the AIDA principle as a formula for writing persuasive InMail's and emails
- Contacted clients through LinkedIn events
- Used Meet Alfred automation tool to send LinkedIn connection requests
- Used Excel and PowerPoint to help create client reports and communicated with the Head of Digital Marketing
- Copywriting experience

June 2022

University of Exeter

Professional Pathways to Marketing Programme

- Presenting marketing strategies to local businesses in front of a panel of experts in the industry with my team