



HRVOJE MIHAJLIC

RESULT DRIVEN ALL-AROUND DIGITAL MARKETER 📍 ZAGREB, CROATIA 📞 0917554930

◦ DETAILS ◦

Zagreb
Croatia
0917554930
mail@hrvojemihajlic.com

◦ SKILLS ◦

Adobe Photoshop

Adobe Premiere Pro

Adobe After Effects

Adobe Illustrator

Adobe InDesign

◦ HOBBIES ◦

Photography, Videography,
Mountain biking, Cycling, and
Video games.

◦ LANGUAGES ◦

English

◦ LINKS ◦

[Homepage](#)

[Photo Blog](#)

[Blog \(Croatian\)](#)

[Bikes Blog](#)

◦ PROFILE ◦

I am an all-around Digital Marketer with almost ten years of experience in the industry and a passion for high-quality content that performs. I was lucky enough to get a chance to combine my prior knowledge and experience in Digital Marketing, with my skill of creating various types of digital content, resulting in a pretty unique skill set.

◦ EMPLOYMENT HISTORY ◦

Employer Branding Specialist at Ericsson Nikola Tesla, Zagreb

September 2019 — Present

As the largest software development firm in Croatia, Ericsson Nikola Tesla employs over 300 people yearly, so marketing efforts for bringing new talent are a key part of the hiring process. At ENT I am responsible for the following:

- **Content creation** - Photography, videography, blog posts, newsletters, graphics, motion graphics, outdoor advertising
- **Branding** - creating branding for internal and external purposes from scratch
- **Website** - ownership of the hiring page
- **Digital advertising and social media** - focused on digital hiring campaigns with an emphasis on video
- **Events** - finding the best people with more than 3500 employees, and organizing student job fairs
- **Thinking outside the box** - finding new ways to gather new talent: from junior to senior developers

HEAD OF PUBLIC RELATIONS at FIVE, Zagreb

June 2016 — September 2019

Five is an NYC based mobile design and development agency building award-winning digital products. As Head of Public relations, I focus on creating great content for hiring new talent. I am responsible for the following:

- **Content creation** - Photography, videography, blog posts, newsletters, graphics, motion graphics, outdoor advertising - you name it! I did it all.
- **Social media** - Publishing the above-mentioned content on Facebook, Instagram, LinkedIn, YouTube and Twitter.
- **Website** - Editing the content, and measuring the performance of the website
- **Digital advertising** - promoting agency content on Facebook, YouTube, Instagram and LinkedIn
- **Events and Press** - handling Press and media as well as organizing events and meetups
- **Live streams** - setting up live streams for various meetups and events
- **Measuring, iterating and improving** - constantly optimizing all the mentioned channels, using data

DIGITAL MARKETING LECTURER at UNIVERSITY COLLEGE NIKOLA Š. ZRINSKI, Zagreb

March 2019 — Present

By modern and innovative approach to education the University College of Economics, Entrepreneurship and Management "Nikola Subic Zrinski" (UCEEM-NSZ) enables

students for practical use of expert knowledge, skills and business techniques. Giving lectures there in Digital Marketing, proved to be one of my dearest experiences.

◦ **DIGITAL MARKETING SPECIALIST at KONZUM, Zagreb**

April 2014 — June 2016

As a Digital Marketing Specialist in the Marketing department of the biggest retailer in Croatia, my responsibilities were the following:

- **Social Networks** - community management & creative on Konzum Facebook page
- **Webpage and Webshop** - administration, editing & optimizing the most valuable company channel
- **Newsletters and CRM** - sending newsletters to a list of Konzum Online and offline shoppers
- **Setting up digital campaigns** - creating landing pages for campaigns, banner ads see, using See/Think/Do phases, coordinating other channels of digital advertising
- **Adapting Content for Digital Channels** - finding ways to transfer the essence of traditional advertising into digital

◦ **CONTENT ASSOCIATE at PERPETUUM MOBILE, Zagreb**

September 2012 — April 2014

I helped one of the biggest IT companies in Croatia with digital marketing, but also gained some experience in offline advertising.

- **Newsletters** - preparing and adapting content for B2B newsletters
- **Content marketing** - preparing materials for the blog and web page
- **Photographing** - various events
- **Editing The Blog** - editing blog posts on the company blog

◦ **ASSOCIATE at NETOKRACIJA, Zagreb**

February 2011 — February 2013

For Netokracija, I wrote a series of guest blog posts, but also helped with few dozens news articles. I mastered how to produce quick and quality content for the web.

◦ **ASSOCIATE IN THE MARKETING DEPARTMENT at VIPNET (NOW A1), Zagreb**

October 2010 — October 2011

I joined Vipnet's marketing team at a time when the Digital Marketing department didn't even exist yet, nor did, for example, online monitoring tools, which we did manually back in the day.

◦ **WRITTER at PLAN B**

March 2010 — September 2012

In 2010 I made of my dreams come true - I started to write for my favorite magazine. I covered topics related to digital marketing and new technologies. Some of those articles are still live on the web.

EDUCATION

- **BA, FACULTY OF ECONOMICS AND BUSINESS, UNIVERSITY OF ZAGREB, Zagreb**
October 2006 — February 2014
I admit I started studying Economics because, at the time, I didn't know what I wanted to do in my life. Thankfully, I discovered marketing.
- **High School Degree, XV GYMNASIUM, Zagreb**
September 2002 — June 2006
Previously called, and still better known as MIOC, XV Gymnasium specializes in mathematics and computer science and it is considered to be the best high school in the capital.

COURSES

- **Strategic Marketing Issues in Retail , IEDC, Bled School of Management**
October 2015 — October 2015
- **Copyraionica , Dvije Cvoke**
July 2018 — July 2018

AWARDS

- **Best Croatian Blog**
2009
VIDI WEB TOP 100 Award for the year 2009 in the Blog category.
<https://blog.hrvojemihajlic.com/vidi-web-top-2009>