






**Nikola Škarica**  
Digital Marketing specialist  
& Web designer

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## Summary

Data-driven marketer with experience in both consulting and developing websites (*static & ecommerce*). Analyzing local and international clients digital presence, interpreting data to make better decision on how to drive growth for business and making changes on websites according to users' behavior. Passionate about product development and bringing the digital world closer to customers (*humans*).



## Experience

05/2014 - Current **Owner & founder - Seriously Digital, Web design & digital marketing agency**

Leading products and working with an team to deploy new features. Analyzing static and ecommerce websites through a variety of analytical tools (*Google Analytics, HotJar, etc.*) to identify customers behaviours and needs. Constantly optimizing for customers with increasing conversion. Companies for which I've transformed their digital presence include:

- TZG Supetar, Brač Film Festival
- Kino Klub Split, Studio Lingua, etc.

04/2018 - 11/2018 **Market researcher and UX designer - Behave d.o.o.**

Researching customers behavior and proposing strategies for mobile apps. Collaborating with a team on improving UX flow for RBA banking app.

11/2017 - 04/2018 **Digital Marketing Specialist Assistant, WPP - MEDIACOM CE Zagreb d.o.o.**

Cooperated with digital media team and managed some of global marketing accounts that included IKEA and Huawei. Worked with global advertising systems and was responsible for:

- Planning campaigns and conversion optimization
- Analyzing, interpreting and reporting campaign performance



## Education

09/2015 - 02/019 **Digital Marketing, University College Algebra, Zagreb, Croatia**

Bachelor's Degree - Digital Marketing (*EU GPA 4.2/5.0*)  
Certification:

- Google Partner - Google Adwords (*Search, Display, Mobile, Analytics*)
- Google Online Marketing Challenge 2017 - Strong performer



## Activities and leadership

### 2016 University College Algebra Web Portal Redesign Challenge - The runner-up

Organized a designers team of 3 and achieved 2nd place out of 5 for creating a redesign of a student web portal.

### 2017 Marketing manager on Brač Film Festival

Launched a Wordpress website, organized a marketing team of 3 and designed digital strategy for advertising on Google and Facebook.

### 2017 Google Online Marketing Challenge (*ranked: strong*)

Coordinated a marketing team of 3 and partnered with Brač Film Festival on creating AdWords online marketing campaign for their film festival. We ranked among 5% of the best teams out of 6,000.

### 2018 Startup Zagreb Idea Bootcamp Competition - Winners

Shaped a team of 3 and engineered a business plan for the winning idea - Snow Buddy.



## Skills

### Language

Croatian (*native*)  
English (*Fluent, written and spoken*)

### Analytics tools

Google Analytics  
Google Tag Manager  
Google Trends & Market finder  
Google Data studio  
Google Optimize (A/B & multivariate testing)  
HotJar  
HubSpot

### Digital Marketing

Google Ads, Facebook Ads, Gemius

### Web design

HTML, CSS, SASS, Javascript  
Sketch, Photoshop, Illustrator



## Interests

### Music

Passionately playing guitar for more than 5 years.

### Sports

Brazilian Jiu Jitsu - Developing self discipline and undergoing for 3rd belt degree (*purple belt*).

### Traveling

Exploring the world and experiencing new cultures and people.