



#### CONTACT

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📍 Nova Gorica, Slovenia

#### SKILLS

##### B2B & demand generation

B2B Marketing   Lead Generation  
Demand Generation  
Multi-market Campaigns

##### Ecommerce & conversion

Ecommerce Growth  
Conversion Optimization  
UX Testing   Seasonal Launches

##### Paid media & search

Google Ads   Meta Ads  
YouTube   Display   SEO / SEM

##### CRM & analytics

Microsoft Dynamics 365  
Lead Nurturing   Web Analytics  
KPI Reporting

#### AI TOOLS

##### Claude Code

Vibe coding landing pages and lead forms, deployed to Cloudflare

##### Claude Design

Layouts, decks and campaign visuals

##### Higgsfield

AI video and image for ads and reels

#### LANGUAGES

**Croatian**   Native or bilingual  
**Serbian**   Native or bilingual  
**Slovenian**   Native or bilingual  
**English**   Full professional

#### EDUCATION

**Bachelor of Engineering,  
Industrial Management**  
University of Nova Gorica  
2016 to 2020

# Jovan Sosic

Marketing Specialist · B2B & B2C · CRM · Ecommerce · Paid Media

Full-stack digital marketer in digital marketing since 2019, working across **B2B demand generation** and **B2C ecommerce growth** in five markets: Slovenia, Croatia, Serbia, Bosnia and Italy. I combine paid media, SEO and CRM automation in **Microsoft Dynamics 365** with an **AI-native workflow** that takes campaigns from idea to live in days.

#### EXPERIENCE



### Business Solutions

Microsoft partner · Slovenia



#### Marketing Specialist

Jun 2025 · Present

B2B and B2C marketing for a Microsoft partner and its affiliated companies across five markets. Nova Gorica.

- **Built a steady B2B lead flow** for sales in five markets, with demand generation adapted to each country's language and buying habits.
- **Grew online sales for affiliated B2C brands** by combining paid media, conversion fixes and well-timed seasonal launches.
- **Run the full funnel from first ad to closed deal** across Google Ads, Meta, YouTube and Display.
- **Automated lead nurturing in Dynamics 365**, so sales gets contacts that are ready to talk.
- **Moved budget to what works** with clear KPI reporting that cuts weak campaigns early and scales the best ROI.
- **Launch faster with AI:** landing pages, ad creative and video produced in house with Claude and Higgsfield.



#### CRM & Digital Marketing Specialist

Nov 2020 · Jun 2025

Microsoft Dynamics CRM consultant and digital marketer for clients across the CEE region.

- **Helped clients get real value from Microsoft Dynamics CRM** by guiding implementation and setting up processes teams actually used.
- **Turned ad spend into leads and sales** with full-funnel campaigns across Google Search, Display, YouTube and Facebook Ads.
- **Made the online store convert better** through UX testing, technical structure, content and checkout improvements.
- **Grew organic traffic with a long-term SEO strategy**, extended through PR agencies and bloggers.
- **Delivered seasonal campaigns on time, every season**, from first plan to go-live.



### Creanest d.o.o.

Slovenia



#### Digital Marketing Manager

May 2019 · Nov 2020

- **Owned digital marketing for several client brands at once**, growing awareness, website traffic and incoming leads.
- **Planned and ran paid campaigns on Google and Meta** for clients with very different goals and budgets.



#### Marketing Internship

Feb 2019 · May 2019

Earned a full-time role as Digital Marketing Manager after three months.