



ASTA DVORNIK

DIGITAL MARKETING SPECIALIST

CONTACT

 [linkedin.com/in/astadvornik](https://www.linkedin.com/in/astadvornik)

 dvornikasta@gmail.com

 [astasfolio.com](https://www.astasfolio.com)

EDUCATION

Algebra University, Zagreb, 2021

Web Design

Algebra University, Zagreb, 2020

Online advertising specialist

Academy of Fine Arts, Zagreb, 2002/2009

Master of Arts (MA)

Historic Preservation and Conservation

CERTIFICATIONS

Google Ads Search, Display, Shopping Certification

Digital Marketer Certification

HTML & CSS

Wordpress

LANGUAGES

English 

German 

Croatian 

TOOLS AND SOFTWARE

Google Ads/GMC/Looker Studio

Wordpress/Elementor

Canva/Slack/Notion/ClickUp/Zoom/Calendy

PROFILE

Results-driven Digital Marketing Specialist with a passion for crafting effective online strategies that drive business growth. Skilled in brand development, no-code website design, social media management, and PPC advertising. Experienced in empowering small to mid-sized businesses and e-commerce brands to build a strong digital presence and achieve measurable success.

WORK EXPERIENCE

Digital Marketing Specialist

M+M Montage et maintenance SA

2024 - today -

- Setting up and managing Google Ads Account, conversion tracking, campaigns, including keyword research, ad copywriting, bid management, budget allocation, audience opportunities, tracking campaign progress and KPIs, market and competitor research, generating monthly reports, etc.
- Website development, maintenance, and management
- Website content and blog creation
- On-site & off-site SEO
- YouTube channel management, content creation
- Pinterest channel management, content creation
- Google My Business management
- Google Search Console management
- GA4

Google Ads Account Manager

KeyCommerce

2022 - 2024

- Setting up and managing Google Ads campaigns (search, display, PMax, remarketing, etc.) including keyword research, ad copy, bid management, budget allocation, audience opportunities, etc.
- track campaign progress and KPIs, generating weekly/ monthly reports for clients
- weekly & monthly client management
- feed optimization, Google Merchant Center, Google Analytics
- conducting audits, creative content creation (videos, images, etc.), market and competitor research, assisting CEO in administrative tasks
- Supervise, assess, and execute daily account tasks
- Provide training and support to less experienced team members

SKILLS

Excellent attention to detail with a passion for delivering high-quality work

Creativity & quick learning

Critical thinking/problem solving

Professionalism /strong work ethic

Time and people management

EXPERTISE

- **Digital Marketing:** Expertise in managing Google Ads, Facebook Advertising, and developing comprehensive digital strategies
 - **Social Media Management:** Skilled in managing Facebook, Instagram, Pinterest, and YouTube, including content creation
 - **Web Design and Development:** Skilled in creating websites and logos using WordPress, Elementor, HTML, and CSS
 - **Content Creation:** Proficient in crafting engaging copy, visuals, and e-books for online platforms
 - **Analytics and Reporting:** Experienced in Google Analytics and reporting campaign performance with actionable insights
 - **Project Management:** Adept at leading and coordinating projects, ensuring timely delivery and quality outcomes
 - **Creative and Branding:** Talented in designing logos, visual identities, and branding strategies
 - **Tools and Software:** Proficient in Google Ads, Canva, WordPress, and collaborative tools like Slack and Zoom
-

REFERENCES

Datch Haven

 [linkedin.com/in/datchhaven/](https://www.linkedin.com/in/datchhaven/)

Goran Vuzem

 [linkedin.com/in/vuzem](https://www.linkedin.com/in/vuzem)

Josip Vučić

 [linkedin.com/in/josipvucic](https://www.linkedin.com/in/josipvucic)

Sacha A. Milicevic

 [linkedin.com/in/sacha-a-milicevic](https://www.linkedin.com/in/sacha-a-milicevic)

Web Designer/Social Media Manager

MakaSmile

2021 - 2022

- Website/logo design and development, Branding
- Website maintenance & management, content & blog creation
- Facebook Advertising, Facebook Page Management & Maintenance
- Social Media content creation (posts, videos, copywriting, hashtags, etc)

Online Marketing Specialist

AvokadoJunkie

2020 - 2022

- Website development, management & maintenance, SEO and SEM
- Logo design, Branding
- Blog content writing, keyword research
- Set up and managed Google Ads Account - campaigns (search, Display, Remarketing), including keyword research, ad copywriting, bid management, budget allocation, audience opportunities, etc.
- Facebook Advertising, Facebook Page Management
- Creating e-books & visuals for advertising

Customer Service Administrator

Optinova d.o.o

2017 - 2019

Conservator-Restorer/Associate:

The Croatian Conservation Institute

2011 - 2017

University of Zagreb, Faculty of Humanities and Social Sciences

2012 - 2014

The County Museum of Poreč Region

2011

The University of Zadar

2011

Atelier "Dušan Džamonja"

2008