



Sebastjan Boh

Date of birth: 01/09/1975 | **Nationality:** Slovenian | **Gender:** Male | **Phone number:** (+386) 31629588 (Mobile) | **Email address:**

sebastjan.boh75@gmail.com | **Website:** <https://www.sebastjan.si> | **LinkedIn:**

<https://www.linkedin.com/in/sebastjan-boh-20730049/> | **Facebook:**

<https://www.facebook.com/sebastjan.boh> | **Skype:** bohsebas |

Whatsapp Messenger: +38631629588 | **Viber:** +38631629588 |

Address: Cvetlična ulica 22, 3000, Celje, Slovenia (Home)

● WORK EXPERIENCE

28/09/2020 – CURRENT Ljubljana, Slovenia

DIGITAL STRATEGIST AV STUDIO D.O.O.

Creating, implementing & managing of multichannel Digital marketing strategies, Performance marketing (CPC), SEO Audit & implementation, Web Analytics, Social media marketing, Ecommerce optimisation, E-mail marketing, Content Marketing, CMS management, CRM integration, Conversion optimisation, A/B & multivariate testing, UX optimisation, Giving lectures.

01/10/2019 – 27/09/2020 Ljubljana, Slovenia

PRODUCT MARKETING MANAGER CENEJE D.O.O.

B2B product development, coordination of various teams (IT, Sales, Marketing, Editorial), setup of multichannel marketing strategies, A/B & multivariate testing, Upsell features implementation, setup of new monetisation sources, market analysis, projects KPI evaluation, reporting

Address Ljubljana

03/10/2016 – 30/09/2019 Ljubljana, Slovenia

ONLINE MARKETING SPECIALIST TSMEDIA D.O.O.

SEO, SEM, Social Media Marketing, eCommerce optimisation, E-mail marketing, Web analytics, Content Marketing, CMS, CRM, Conversion optimisation, A/B & multivariate testing, UX optimisation, Mobile Apps, Giving lectures

Address Ljubljana

24/06/2015 – 02/10/2016 Ljubljana, Slovenia

ONLINE MARKETING SPECIALIST COLLEGIUM MONDIAL TRAVEL, D.O.O.

SEO, SEM, Social Media Marketing, eCommerce optimisation, E-mail marketing, Web analytics, Content Marketing, CMS, CRM, Conversion optimisation, A/B & multivariate testing, UX optimisation, Mobile Apps, Giving lectures

Address Ljubljana

17/10/2011 – 23/06/2015 Ljubljana, Slovenia

SEO/SEM SPECIALIST, TRAFFIC MANAGER BOLHA, D.O.O.

Web analytics, Conversion optimisation, UX optimisation, SEO, SEM, E-mail marketing, Social media, Mobile Apps, Giving lectures, Data mining

Address Ljubljana, Slovenia

13/09/1999 – 23/09/2010 Velenje, Slovenia

CHIEF EXECUTIVE OFFICER EXPRESS DESIGN - SEBASTJAN BOH S.P.

SEM, Web analytics, Web design, Web hosting, domain registry, SEO, SMO, giving lectures

Address Velenje, Slovenia

● EDUCATION AND TRAINING

01/10/2004 – 30/09/2007 Maribor, Slovenia

COMMERCIALIST DOBA

General: Marketing, Sales, IT, Communications, Psychology

Occupational: eCommerce Marketing, Traffic management, User experience

Address Maribor, Slovenia | **Level in EQF** EQF level 6

● LANGUAGE SKILLS

Mother tongue(s): **SLOVENIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C1	C2	C1
DEUTSCH	C1	C1	C1	C1	B2
CROATIAN	C2	C2	C2	C2	C1
SERBIAN	C1	C1	C1	C1	C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● DIGITAL SKILLS

Analytics

Google analytics | GDPR | Xiti | Cookie Policy Management | MOSS | Mobile Apps

Social Media

Meta Business | Facebook | Instagram | LinkedIn | Twitter | YouTube Studio

Online Advertising

Google ADS | Facebook Business Manager | eCommerce | LinkedIn Ads | Google AdSense | Instagram Business | Conversion Optimization

CMS platforms

WordPress | WooCommerce | Magento

Search Engine Optimisation (SEO)

screaming frog | Xovi | MOZ | SEMRush | Google Trends | Ahrefs | Searchmetrics | VWO | Google Search Console

Project management

JIRA/Confluence | Trello | Slack

Programing

CSS + HTML | PHP basics | MySQL | Notepad++

Email Marketing Automation

MailChimp | Net-Results | Pardot | SharpSpring

Design/UX

Adobe Photoshop | Figma

● ADDITIONAL INFORMATION

ORGANISATIONAL SKILLS

Organisational skills - good managerial skills gained while managing my own company for 10 years and in my current job as product manager where I coordinate and optimize work and processes between various departments and past jobs as mentor of a group of designers, programmers, social media managers and students.

- excellent organisational skills gained as organizer and coordinator of various motivational, educational and other specialised workshops or projects funded by EU in the last 15 years
- excellent analytical skills gained at current and past job as Traffic manager/Online Marketing Specialist responsible for the analysis of data from various sources

COMMUNICATION AND INTERPERSONAL SKILLS

Communication and interpersonal skills - excellent communication skills gained while communicating with our clients in sales, marketing and IT sector for over 20 years, as a Digital Strategist at my current work, as Online Marketing Specialist in past positions and as Business owner in my own company

- excellent communication skills in teamwork, passing on knowledge to other employees, motivating colleagues, speaking at conferences, webinars, schools and other non-profit organisations.

JOB-RELATED SKILLS

Job-related skills

- good sense of humor, always ready to help the team
- high level of self-initiative at work with focus on goals
- excellent analytical skills, responsible and deadline orientated
- strict and fair with unconventional mindset
- always on a quest to find new marketing trends; online or offline