

# Edis Babahmetović

<http://www.edisbabahmetovic.com> | <https://www.linkedin.com/in/edis-babahmetovic/>

## EDUCATION

### SEBLU School of Economics and Business

Bachelor's degree in Business Informatics

University of Ljubljana

June 2022

- **GPA: 9/10**
  - The emphasis is on digitalization, business analytics, and the improvement of business processes and business models through the development of information systems.

### Gimnazija Jožeta Plečnika, Grammar School

High School Graduate

Ljubljana

October 2015 - June 2019

- **GPA** – final exams average: **4.0/5**
  - **Accomplishments: B2 English** language certificate

## WORK EXPERIENCE

### SENSILAB d.o.o.

Marketing Advertising Specialist

March 2021 – Present

- **In charge** of planning & optimizing FB & IG marketing campaigns for UK, ES, AT, CZ & SK markets.
  - **Skills:** Facebook Ads Manager, Canva, Excel
- **Analyzing, strategizing** and **planning** company's next marketing steps based on previous data intertwined with current trends.
  - **Skills:** Google Analytics, Power BI, Tableau

### ELIT'AVIA d.o.o.

Flight Publishing Officer (FPO) – business process digitalization

March 2022 - Present

- **Supervising** the implementation and **digitalization process** of aviation manuals on the WebManuals platform.
- **Formatting** aviation manuals and working with Office 365 applications.
  - **Skills:** WebManuals, Centrik, Word, Excel

### BAUHAUS d.o.o.

Sales & Logistics Assistant

September 2019 - October 2020

- **Communication with different types of customers**, ordering materials, working in an online store, helping customers and consequently **refining my sales skills**.
  - **Skills:** Sales, Communication, Strategic Prospecting

## SKILLS/CERTIFICATES/PROJECTS

### Languages / Technologies:

- Slovenian | English – B2 | Croatian – B1 | German – A1
- Ads Manager | Google Analytics | iGrafx | Wix | Shopify | WordPress | Blender | MySQL | TABLEAU | ERP – Microsoft NAV | Excel | PowerPoint | Access | Canva | Word |

### Certificates:

- **Meta Certified Media Buying Professional**

*Selected projects:*

- **Information System Research, Planning, Development & Programming**
  - *Researched the current Information System in a company, found its flaws **and proposed a better IS** by planning and programming a new demo program in VisualBasic*
- **Rolex Market Analysis**
  - *My team and I examined the luxury watch market by **analyzing the environment, challenges, adaptations, customer value & target marketing** (segmentation, targeting, and positioning), other brands, prices, channels, marketing communications,... and by doing so, also **forecasting and measuring demand**.*
- **Strategic Planning for Dušan Bezek s.p.**
  - ***Lead the team** throughout the process of strategic planning (SWOT analysis, new business model, destination statement, new strategy diagram with BSC 3<sup>rd</sup> generation approach,...)*

## ABOUT ME

*As an open-minded individual, who embraces teamwork & individual deep work, I highly value Discipline, Gratitude, Love & Integrity, which build my character and hopefully project fundamentals for an exciting future I envision.*

- **Communicative.** I strongly believe communication is key for success. More than 500 daily interactions with people made me adapt and develop elocution skills as well as individual conversation skills.
- **Calm and collected under pressure.** Working in the aviation industry, I had to learn how to take a step back, evaluate the situation calmly and decide on the next step.
- **Team player and leader.** If team projects taught me anything, it's that without coordinated and well-spoken plan, every team falls apart. The same applies to any workspace, so I always try to do my best to make every team member feel as important as the next one.
- **Precise.** There must be no mistakes in aviation industry. Everything number has to be exact and double checked. I am aware that this can be double-sided sword, but also understand that the precision-to-time ratio can be managed and balanced.
- **Analytical Mindset.** Working as an Advertising Specialist taught me how to use analytical & marketing mindset in my everyday life. I often not only ask myself "Why?", but also "How, When, Who, Where". I have a strong passion for identifying problems or trends, and solving complex problem in my work life, or my own personal life.
- **Creative.** I have a strong love for art, that being sketches, paintings or other forms.
- **Curious.** Simply put, I want to know... more. I love to try out new skills (such as programming or playing guitar), read new books and articles, talk to people, experience new things, etc. I want to use all my 6 senses to grow (and yes, I had to touch the hot stove even though my mom told me it's hot).
- **Athlete.** At the time of writing this CV, I've been training consecutively for over 540 days with no rest days, whether it be running, boxing, calisthenics, ... Meaning behind this ridiculous commitment was to learn how to self-regulate my body and my mind while simultaneously developing my consistency and discipline.
- **Disciplined.** I love my military-like routine, waking up every day at 5am and having scheduled every single task or event by 15 minutes and striving to be 1% better than I was yesterday.
- **Gratitude.** Growing up means learning that life will place many obstacles that will try to hinder your progress. By expressing gratefulness, it can be easier to overcome hard times.