Nedim Crnkic Blazevic

Digital Marketing Manager | Digital Marketing Lead

eCommerce | Growth Marketing | MarTech

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Professional profile

Over 10 years defining and executing B2B and B2C digital marketing strategies. Built ecosystems from scratch: SEO, SEM, Google Ads, lead generation, social media, content, email marketing, eCommerce and CRM. Experience in healthcare, SaaS and professional lighting; coordination with Management, Sales, Operations, teams and agencies. Technical foundation and recent training in GA4, AI and automation.

Professional experience

Acobur Asesores / WeTender

Digital Marketing Specialist

July 2025 - January 2026 | Temporary project | B2B SaaS, Pharma and MedTech

- Helped launch the Marketing department alongside Management and Sales. Built WeTender's corporate WordPress website from scratch and developed its technical and on-page SEO.
- Launched a daily MedTech newsletter and email marketing campaigns using Zoho Campaigns. Ran organic LinkedIn activities and LinkedIn Ads for B2B acquisition.
- Delivered SaaS demos and sales follow-up across an existing portfolio of more than 500 Pharma organisations. Contributed to the development and usability of AI features for public procurement.

Herboliva 10 S.L.

Digital Marketing, Web and eCommerce Manager

March 2023 - May 2025 | Medical product | B2B and B2C

- Built the entire digital marketing function from scratch: strategy, platforms, social media, content, acquisition and measurement. Created Farmoliva.com and Farmolivaprofesional.com using WordPress.
- Rebuilt and optimised Shopify and managed Amazon Vendor. The owned channel became the main source of online sales: approximately EUR 1,600/month in sustained sales and average order value of EUR 60-100.
- Developed SEO, Google Ads Search and Display, Google Business Profile, Analytics and Search Console. Created the corporate LinkedIn presence from scratch, generated leads in Brazil and Colombia, and managed Facebook, Instagram and influencer campaigns.
- Acquired more than 200 private hospitals as clients and coordinated two sales representatives, the agency and Operations. Managed catalogue, inventory, orders, logistics, customer service and institutional orders using Sage.

Luz Actual S.L.

Digital Marketing, Digital Transformation and eCommerce Manager

January 2011 - January 2023 | Professional lighting | B2B and B2C

- Built the entire digital marketing function from scratch over 12 years: strategy, website, eCommerce, social media, content, campaigns, CRM and analytics, working directly with Management.
- Built LuzActual.com and Lamparasamedida.com using WordPress/WooCommerce. Managed more than 1,000 products and 40 subcategories, optimising product pages, content, SEO and user experience.
- Designed segmented email marketing, Google Ads and a project landing page generating 10-15 high-value sales opportunities per month. Implemented Telematel CRM and trained the team.
- Integrated local SEO, Merchant Center, Analytics, Search Console and WhatsApp Business. Created a blog and YouTube, Facebook, Instagram and Pinterest channels; supervised one WordPress team member and coordinated sales and operations.

Projects

VisitaBosnia | Personal digital marketing project | September 2026 - Present

visitabosnia.com | WordPress, Astra and Elementor. Published MVP with original content and photography; personal project with no commercial activity.

- Technical and on-page SEO: architecture, metadata, sitemap, internal linking, Google Search Console, Bing Webmaster Tools and IndexNow.
- Google Analytics 4 (GA4) and Google Tag Manager (GTM) installed; contact_click event as an initial step in measuring interaction.
- Responsive UX, destination navigation, FAQs and a working contact form. CRO (conversion rate optimisation): next phase of hypotheses and data-based evaluation.
- AI applied to content creation, review and organisation. Automation: practical training in Zapier and n8n; workflow implementation in development.

Technical and management skills

Digital Marketing and Growth: digital strategy, B2B/B2C acquisition, lead generation, technical/on-page/local SEO, SEM, paid media, Google Ads, LinkedIn Ads, social media marketing, content marketing, email marketing and Google Business Profile.

eCommerce and platforms: WordPress, Elementor Pro, WooCommerce, Shopify, Amazon Vendor, Google Merchant Center, catalogues and orders, CRO, UX and basic HTML/CSS.

Digital analytics: Google Analytics 4 (GA4), Google Tag Manager (GTM), Google Search Console (GSC), Hotjar, KPIs, conversion measurement and basic dashboards.

CRM and MarTech: Zoho CRM, Zoho Campaigns, Zoho Forms, Telematel CRM and Mailchimp. Marketing automation/no-code: practical training in Zapier, n8n and workflows.

AI, content and management: generative AI, prompt engineering, custom agents, AI-assisted research, Canva, CapCut, Metricool and Notion. Team coordination, internal training, and agency and supplier management.

Education and certifications

Google Analytics 4 Certification | Google Skillshop | 2026 | Assessment: 92%.

AI Applied to Digital Marketing | SEPE | 250 h | 2026. Official certification completed.

AI Applied to Productivity | SEPE | 100 h | 2026.

Master's Programme in eCommerce and Digital Marketing | Ecommaster | 650 h. Final project: Luz Actual's WooCommerce store.

Higher Vocational Qualification in IT Systems Administration | IES Virgen de la Paz.

Upper Secondary Education in Social Sciences | IES Ágora.

Earlier experience

LVMH Iberia | Help Desk / IT and Support Lead | January 2009 - January 2011. Hardware/software support, incident resolution and coordination of equipment replacement and deployment across sites throughout Spain.

Leroy Merlin | Administration Lead | January 2008 - January 2009. Time tracking and administrative and document processes for HR at head office.

Languages

Spanish, Bosnian, Croatian and Serbian: native. **English:** B1; Reading B2, Cambridge English Skills Test (2026).