**Maja Radojičić**

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**FORMAL EDUCATION**

2017. Digital Marketing diploma- Irish Times training
2016. - 2017. MSc Management practice, Dublin Business School
2010. - 2014. BA Media and social culture, Journalism and public relations, University of Dubrovnik, Croatia 2011. - 2012. Leeds Metropolitan University, UK / Erasmus program, study mobility winter semester

**PROFFESIONAL EXPERIENCE**

**Academy Plaza Hotel** –Dublin, Ireland

 **Marketing and Sales manager** July 2017-March 2018

* Designing and implementing digital marketing strategies
* Identifying and pursuing new corporate leads
* Handling corporate accounts and leading b2b negotiations
* Managing Conference and Events department
* Revaluating product and market placement

**Amico tours travel agency** –Dubrovnik, Croatia

**Managing Partner** 2013.-2016.

* Designing and implementing business plans and strategies
* Optimization of business process, digitalization
* Managing company resources according to developmental strategy
* Building and maintaining relationships with business partners
* Overseeing the hiring of new employees
* Conducting negotiations with contractors

**Commercial and Business Development Manager** 2012.-2013.

* Submitting weekly progress reports and ensuring data is accurate
* Forecasting sales targets and ensuring they are met by the team
* Proposing business development training and mentoring innovations
* Identifying opportunities for campaigns, services, and distribution channels that lead to an increase in sales
* Developing entry level staff into valuable salespeople
* Employee evaluation, compensation and befits assignments

**Key Account Manager** 2009.-2012.

* Building and maintaining relationships with clients and key personnel of company product resellers
* Mentoring and training of new personnel
* Conducting business reviews to ensure clients are satisfied with their products and services
* Resolving areas of concern and reclamations raised by clients

 **Sales Representative** 2006.-2009.

* Presenting, promoting and selling arrangements for customers
* Performing cost-­benefit and requirements analysis of existing and potential customers to

 meet their needs

* Establishing, developing and maintaining positive business and customer relationships
* Supplying management with reports on customer needs, problems, interests

 competitive activities and exploring potential for new products and services

Accomplishments within Amico tours

Grew company revenue from 20%-40% on annual bases

Expanded business to another office branch

Expanded office operations from seasonal to whole year business

Trained over 50 people within sales

 **PERSONAL COMPETENCES**

 **Communication skills**

Able to communicate clearly in a variety of communion settings and styles, 10 years of experience within a multicultural environment. Can get messages across that have the desired effect. Dedicated to meet expectations and requirements of clients and partners. Able to get first hand customer information and use them for improvement in services.

 **Analytical, Organisational and planning skills**

Can marshal resources (people, funding, material support to deliver results), can use them effectively and efficiently to arrange information in a useful manner. Analytically scopes out length and difficulty of tasks and projects, breaks down work into process steps, develops schedules and assignments, anticipates and adjusts for problems and roadblocks, measures performance and evaluates results.

**LANGUAGES**

* English C2 level spoken and written
* Croatian and Serbian – mother language
* Bosnian C2 level spoken and written
* Montenegro C2 level spoken and written
* French B1 level spoken and written