



# Ivona Begic Mandic

Master in Marketing

Dedicated marketing professional with 7+ years of experience across industries, including mechanical engineering and life sciences. I specialize in developing and executing omnichannel marketing strategies that drive business growth and customer engagement. With a proven track record of increasing number of leads in sales pipeline by 219%, contributing to 33.4% of total sales revenue, and successfully managing global campaigns, I bring strong project management and strategic planning skills. Having worked in Switzerland for over 3 years, I am fluent in English and proficient in German, able to communicate effectively across international teams. I excel in aligning creative strategies with business objectives to deliver measurable outcomes.

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## STRENGTHS

B2B Marketing

Omnichannel Marketing Strategies

SEO and Content Strategy

Lead Generation Strategy

Email Marketing

Event Management

Customer-Centric Approach

Project Management

## SOFT SKILLS

Communication

Leadership and Collaboration

Creativity

Strategic Thinking

Problem-Solving

Analytical Skills

## WORK EXPERIENCE

### Marketing Project Manager (100%), rqmicro AG | Schlieren, Switzerland

Mar 2023 - Oct 2024

- Led the development, implementation, and monitoring of integrated omnichannel campaigns, including “Call for Projects” campaigns designed to enter new applications.
- Developed compelling marketing, sales, and advertising materials that adhere to the brand and content strategies.
- Improved sales tactics by integrating marketing automation into sales processes and introducing new tools like Apollo.io to enhance the efficiency of the sales team.
- Collaborated with external partners and agencies to deliver high-quality creative work aligned with corporate brand objectives.
- Worked closely with internal and external stakeholders across academic business circles to share campaign concepts and align marketing strategies with business objectives.
- Developed KPIs for performance measurement and optimized budget for maximum impact.
- Planned, organized and managed over 20 industry-specific conferences and exhibitions worldwide and 5 webinars, ensuring brand visibility and engagement.
- Generated 135 registrations for a single webinar through strategic event marketing, achieving a webinar participation rate as high as 43%.

### Inside Sales & Marketing Specialist (100%), rqmicro AG | Schlieren, Switzerland

Mar 2021 - Feb 2023

- Worked on the go-to-market strategy and led a product launch campaign that positioned the company as a leader in rapid microbiology testing.
- Applied agile project management for web content development, ensuring timely delivery and marketing alignment.
- Directed video production in partnership with an external agency, delivering high-quality, customer-focused content aligned with brand goals.
- Utilized data analytics tools to assess campaign performance and optimize marketing initiatives.
- Decreased bounce rate by 84.8%, from 17.45% to an average of 2.65% over segmented mass-mailing campaigns.

### Key Account Management Supporter - Account Based Marketing (100%), Grundfos Sales Croatia | Zagreb, Croatia

Sep 2018 - Dec 2020

- Collaborated with key account managers to implement account-based marketing activities.
- Planned, organized, and hosted a VIP trip for customers from abroad in connection with an exhibition.
- Contributed to business development strategy and market research for the Machining Industry segment.
- Led the development, implementation and monitoring of digital marketing campaign “Grundfos SMART Digital Chempairing Suite” designed to generate new leads in Western Europe and drive registrations for the webinar.
- Managed the campaign development process in collaboration with the agency, ensuring all assets were delivered on time and in compliance with the established corporate guidelines.
- Evaluated and optimized campaigns based on KPIs and coordinated timelines.

## **Marketing Assistant (100%), Emil Frey Auto Center | Zagreb, Croatia**

Dec 2017 - Sep 2018

- Developed and executed the go-to-market strategy for Emil Frey Select in Croatia, ensuring a strong market entry and brand positioning.
- Managed web design and content creation, optimizing the brand's digital presence and customer experience.
- Created and implemented a social media content plan, driving engagement and brand awareness across key platforms.
- Supported central marketing in campaign execution, ensuring alignment with global brand initiatives.
- Leveraged data analytics to track performance and generate key insights, providing reports to the General Manager for strategic decision-making.

## **VOLUNTEERING**

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### **VP Community, Women in Digital Switzerland | Switzerland**

Oct 2024 - present

- Strengthened WDS community ties by developing and promoting tailored activities, advocating for broader participation, and ensuring community representation in governance and strategic initiatives.

### **Community Manager, Women in Digital Switzerland | Switzerland**

Aug 2022 - Sep 2024

- Managed the Women in Digital Switzerland community, promoting diversity in the digital sector, and launched quarterly "WDS Monday Exchange" sessions for supporters to engage with peers and experts on leadership, DEI, and more.

## **EDUCATION**

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### **Master of Economics, Marketing**

Oct 2015 - Sep 2017

Faculty of Economics and Business Zagreb, University of Zagreb, Croatia

### **Master's programme in General Management, ERASMUS+ Student Exchange Programme**

Feb 2016 - Jun 2016

Faculty of Social Sciences, Economics and Business, Johannes Kepler University Linz, Austria

### **Bachelor's Degree in Business Economics**

Oct 2011 - Jun 2015

Faculty of Economics and Business Zagreb, University of Zagreb, Croatia

## **CERTIFICATES**

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Building an Integrated Online Marketing Plan (02/2021)

B2B Marketing Foundations & Pricing Strategies (01/2021)

- Continuous training and learning in digital marketing, omnichannel marketing strategies, project management, leadership and organisation.

## **TOOLS**

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Microsoft Office 365

Adobe InDesign

Canva

Google Analytics

Apollo.io

SharePoint

Adobe Illustrator

Wix

Google Ads

Meta Business Suite

- Continuously expanding my knowledge of marketing, sales, organization, project planning, and leadership tools.

## **LANGUAGES**

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**Croatian:** Native

**English:** C2

**German:** B2

- I am continuing to learn German and aim to achieve C2 level proficiency in the near future.

## **REFERENCE**

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References available upon request.