

Ana Mohar

Marketing specialist

SUMMARY

Proactive B2B marketing professional with 8+ years of experience delivering multi-channel campaigns, managing digital content, brand assets and events. Strong analytical mindset (Google Analytics, SEO) with a focus on consistent brand positioning and measurable growth.

- Flexible
- Creative
- Detail-oriented

PROFESSIONAL EXPERIENCE

Aerosol Magee Scientific (air quality) - Marketing specialist

Ljubljana, since June 2023 · 3 years 5 months

- Led and moderated international events end-to-end, including a 50-person distributor conference and a 70-person scientific workshop in Xi'an, China, covering promotion, coordination, and on-site delivery
- Execute multi-channel B2B marketing campaigns (digital, email, content) aligned with growth objectives
- Own end-to-end trade show and conference execution, aligning cross-functional teams and managing registrations, booth reservations, organizer communication, logistics and travel
- Developed and executed LinkedIn strategy (annual calendar, product communication, analytics), implementing AI tools and doubling posting frequency with improved content quality
- Manage website, blog and social content with SEO and performance optimization (Google Analytics); oversee mailing lists, newsletters
- Contributed to the preparation and communication of the company's sustainability report

Slovenian Industry of Steel - Specialist in marketing

Ljubljana, Slovenia · 2020-2022 · 2 years 2 months

- Achieved 0.77% CTR on Google Ads and delivered optimization reports.
- Led and coordinated rebranding projects and customer communication in US and Slovenian markets.
- Managed a team of marketing professionals for social media publishing (LinkedIn, Instagram) with the social media management tool Social Sprout

Arcade Cycles (electrical bikes) - Assistant in digital marketing

La Roche-sur-Yon, France · 2019-2020 · 11 months

- Achieved a 30% sales increase in 2 months by improving the Magento search bar
- Followed changes to the website and improved navigation and results following user's behavior (search terms)

ENGIE Group (energy) - Assistant in SEO and web marketing

Paris, France · 2019 · 4 months

- Improved blog visibility: 3x traffic in 3 months through cornerstone content (SEO optimization).
- Acquired 8 clients for high-value projects via automated email campaigns.
- Managed blog content writing team and established a schedule for publishing posts
- Monitored and gave recommendations on marketing campaigns in Google Analytics

CONTACT

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EDUCATION

EMLYON Business School

International Master of Science in
Global Entrepreneurship &
Innovations

University of Ljubljana, Faculty of Economics

Master's degree in Marketing

University of Tours

Bachelor's in Biology

LANGUAGES

- Native Slovene
- Fluent in French, Spanish, English
- Beginner in Mandarin and Hungarian

TECHNICAL SKILLS

- Google tools: Analytics, Ads, Search Console, Looker Studio
- CMS: WordPress, Prestashop, Silverstripe, Magento
- Social media management (LinkedIn, Instagram, Facebook, Pinterest)