

# SASA DRAMICANIN

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## EDUCATION

2025-2027	<b>IU International University of Applied Sciences</b> <i>Masters in digital marketing</i> Relevant Coursework: International Marketing, Customer Relationship Marketing, Online and Social Media Marketing, Performance Marketing	Bad-Honnef, Germany
2021-2024	<b>The Hague University of Applied Sciences</b> Final Grade: 7.7 Specialization in Marketing & Sales	The Hague, Netherlands
2013-2020	<b>BACCALAURÉAT</b> Lycée Ermesinde Mersch	Mersch, Luxembourg

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## PROFESSIONAL EXPERIENCE

December 25- Feb 26	<b>PRIVILEGES D'ENTREPRISES</b>  <i>Corporate Concierge</i> • <b>Direct Sales:</b> Promoted and sold on-site services (concierge, events) to corporate tenants, driving daily revenue and increasing service adoption. • <b>Client Experience:</b> Served as the primary point of contact for tenant inquiries, ensuring high satisfaction through rapid conflict resolution and support. • <b>Service Logistics:</b> Managed the full lifecycle of client requests from sale to delivery, coordinating with vendors to ensure seamless fulfilment.	Luxembourg
September 23- Feb 24	<b>NLC – Health Ventures</b>  <i>Marketing &amp; Communications Internship</i> Supported brand growth and stakeholder engagement through data-driven marketing initiatives, including: • Designed a LinkedIn content strategy based on algorithm analysis, adopted by leadership to boost visibility and engagement. • Helped produce press releases, one-pagers, and email campaigns to strengthen business development outreach and audience targeting. • Conducted data analysis to deliver actionable insights guiding strategic marketing decisions.	Amsterdam, Netherlands

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## CERTIFICATES

2025	<b>Google Conversion Optimization Certification</b>	Skillshop
2025	<b>Google Ads Serach Certification</b>	Skillshop
2025	<b>Google Analytics Certification</b>	Skillshop
2024	<b>SEO I &amp; II</b>	Hubspot Academy

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## LANGUAGE & COMPUTER SKILLS

- English (C2), German (C2), French (C2), Spanish (A2), Luxemburgish (Native)
- Microsoft Office (Word, Excel, PowerPoint, Outlook), GA4, Google Ads, Google Search Console, HubSpot/CRM, Canva, Figma, Excel, Slack, Zoom.

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## ACTIVITIES & INTERESTS

- **Football (18 Years):** Having played competitively for nearly two decades, I thrive in team environments. I bring the same loyalty, resilience, and collaborative spirit from the pitch into my professional projects.
- **Chess:** I am an avid chess player, using the game to sharpen my ability to anticipate competitive moves and think several steps ahead, a mindset I directly apply to digital strategy.
- **Fitness & Discipline:** I am committed to a rigorous gym routine. This reflects my high level of self-discipline and my ability to set long-term goals and work consistently to achieve them.
- **Other personal interests:**  
F1, basketball, travel, fashion