

SASA DRAMICANIN

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EDUCATION

2025-2027	IU International University of Applied Sciences <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	The Hague University of Applied Sciences Final Grade: 7.7 Specialization in Marketing & Sales	The Hague, Netherlands
2013-2020	BACCALAURÉAT Lycée Ermesinde Mersch	Mersch, Luxembourg

PROFESSIONAL EXPERIENCE

December 25- Feb 26	PRIVILEGES D'ENTREPRISES <i>Corporate Concierge</i> <ul style="list-style-type: none">• Direct Sales: Promoted and sold on-site services (concierge, events) to corporate tenants, driving daily revenue and increasing service adoption.• Client Experience: Served as the primary point of contact for tenant inquiries, ensuring high satisfaction through rapid conflict resolution and support.• Service Logistics: Managed the full lifecycle of client requests from sale to delivery, coordinating with vendors to ensure seamless fulfilment.	Luxembourg
September 23- Feb 24	NLC – Health Ventures <i>Marketing & Communications Internship</i> <p>Supported brand growth and stakeholder engagement through data-driven marketing initiatives, including:</p> <ul style="list-style-type: none">• 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

CERTIFICATES

2025	Google Conversion Optimization Certification	Skillshop
2025	Google Ads Search Certification	Skillshop
2025	Google Analytics Certification	Skillshop
2024	SEO I & II	Hubspot Academy

LANGUAGE & COMPUTER SKILLS

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

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