

PERSONAL INFORMATION



Gašper Gaberšček

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Date of birth 2/4/1988 | Nationality Slovenian

EDUCATION AND TRAINING

2004–2007

General Education

Secondary School

Jesenice Grammar School, Jesenice (Slovenia)

2007–2012

Engineer of Multimedia Communications

University

Faculty of Electrical Engineering - Multimedia Communications, Ljubljana (Slovenia)

- knowledge and understanding of telecommunications and IT,
- understanding of audio-visual communication,
- knowledge of the development of multimedia convergence services and content,
- knowledge and understanding of the creation of video, audio and written content,
- use of programming skills and modern software tools,
- understanding and use of the technical and legal aspects of content protection,
- understanding, planning and managing projects in the field of multimedia communications,
- development of skills in design and communication of content,
- understanding technological limitations in creating content,
- understanding and following of standards in the field of telecommunications, IT and multimedia technologies,
- the ability to develop and implement interactive web services using modern information sources,
- understanding the technological differences between modern devices and the ability to implement compatible multimedia services on various devices,
- understanding the issues of data searching and the ability to optimise their use in multimedia services,
- understanding the creation of visual messages, three-dimensional computer graphics and animation.

WORK EXPERIENCE

2004–2012

Warehouse, Cashier, Production, Telecommunication

Petrol d.d., Logos Trend d.o.o. Telekabel d.o.o., etc., (Slovenia)

During the summers of my educational years I worked in different companies on different positions, to gain my working experiences and ethics.

2012–2013

Marketing Assistant

Elan d.o.o., Begunje na Gorenjskem (Slovenia)

www.elanskis.com

Digital Marketing:

- execution of marketing strategy of Elan d.o.o. on digital marketing platforms

- communication with agencies and Elan's worldwide distribution for the preparation and execution of B2B and B2C campaigns on a global scale
- preparation of briefings for the creation of campaigns on digital platforms
- coordinating preparation of all the video and photo materials that were made for the campaigns
- managing and analysing digital campaigns
- preparation of reports of the success of digital campaigns

Design:

- internal design in marketing for advertising, POP materials, brochures and other printing materials (in collaboration with agencies and on my own)

2013–Present **Digital Manager and Designer**

Elan d.o.o., Begunje na Gorenjskem (Slovenia)

www.elanskis.com

Digital Marketing:

I am responsible for all the tasks that I was doing on the previous position.

- involvement in preparation of the digital marketing strategy for Elan d.o.o.
- preparation of timelines of the campaigns and activities that are being executed in regards to the marketing budgets
- working closely with the distribution and agencies to execute, monitor and provide analytical reports to the management and to achieve the marketing goals of the company in regards to the strategy
- staying up to date with new business models, new ways of communications and advertising on digital platforms and implementation of those into the company's current business and marketing model

Design

- internal design in marketing for advertising, POP materials, brochures and other printing materials (in collaboration with agencies and on my own)

PERSONAL SKILLS

Mother tongue(s) Slovenian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
German	B2	B2	B2	B2	B1
Croatian	B2	B2	B2	B2	B1
Serbian	B2	B2	B2	B2	B1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
Common European Framework of Reference for Languages

Communication skills

- good communication skills gained through my experience working with international markets
- great feel for online communication which I developed working on social network management and content creation
- social skills gained at numerous sales meetings, workshops, conferences

Organisational / managerial skills

- attention to detail developed through design and content management on digital platforms
- analytical skills learned and extended through campaign analyses and reporting
- team player skills (working in a team of 5 people)

- organisational skills developed through briefings and campaign management

Digital competence	Proficient knowledge of: <ul style="list-style-type: none">■ Adobe Creative Suite■ Microsoft Office■ Google Analytics■ Google AdWords■ Facebook Advertising■ CSS/HTML■ MailChimp
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Driving licence B

ADDITIONAL INFORMATION

References

“Gašper was my colleague at Elan working in marketing department. He became member of our team, responsible for digital marketing and design. We took him into the team because of his education background and strong motivation to move things and succeed in his field. And he left quite strong footprints on the field of marketing. Clearly Elan made big steps forward during this time and this was mainly the result of Gašper’s engagement. He was managing work with agencies on extremely high level. He was in constant contact with international markets, he is good with customers and strong in building relationships. Working closely with other departments gave him broad knowledge of various processes from sales, product management, R&D, design and others. I would definitely recommend Gašper for similar position in any company.”

Luka Grilc
Brand Manager NORDICA at Tecnica Group
email: luka.grilc@nordica.com
mobile: +39 3371182368

“We have been working with Gašper ever since he has taken over the position of Marketing Assistant at Elan d.o.o. As a web agency we are responsible for majority of webpages that Elan d.o.o. launches every year and Gašper is our main contact and project lead on the client side. Because of his educational background, he has a lot of knowledge of web technologies and website design and development. This helps us to communicate with ease and define the projects and workflow seamlessly. He is very responsive and is able to find the solutions to the problems that we face with ease. He is a professional in his field of work, motivated, quick to learn and able to take decisions. We would recommend him for similar positions at any company or agency.”

Matjaž Valentar
Co-Owner & Creative Director at Webshocker
email: matjaz@webshocker.net
mobile: +386 41 877 526

“I’ve been working for years now with Gašper as a member of marketing team at Elan. Must say his promptness is something everyone should look up to. His organization skills, ability to fix things himself and not passing unnecessary work tasks to others are one of a kind. I would recommend him to any company that is searching for a reliable, organized, young talent. You won’t be sorry for giving him a chance to prove himself.”

Gregor Čarni
Head Developer & Partner at Webshocker
email: grega@webshocker.net
mobile: +386 40 308 813

Reference source: <https://si.linkedin.com/in/gaspergaberscek>