



Ivana Paun

Digital marketer

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Ljubljana, Slovenia
Krak, Croatia
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Language

Croatian - Native
English - Working proficiency
Slovenian - Strong reading and listening
comprehension; spoken fluency in progress

Skills

Meta & Google Ads · Campaign Analytics ·
Shopify Migration & E-commerce Operations
· Email Marketing · SEO & Website
Management · Creative Production ·
AI-Assisted Technical Troubleshooting ·
Payment Setup & Plugin Testing ·
Customer Support

Education

- Bachelor's Degree in Informatics
(Business Department), Rijeka, Croatia |
2013–2017
- Specialist in Internet Advertising, Algebra
Open School | 2020–2021
- Web Design Course, Ekspert Educational
Centre | 2016–2017
- Advertising with Meta, Coursera | 2022

Tools

Meta Ads Manager · Google Ads · Shopify ·
WordPress · Klaviyo · ActiveCampaign ·
Canva · CapCut · Filmora · Higgsfield

Profile

Digital marketer with seven years of experience across paid advertising, email marketing, content and ecommerce. I work with a supplements and cosmetics brand across Balkan markets, from planning campaigns and creating ads to managing Shopify content and reviewing results. I enjoy combining creative work with the practical side of digital marketing.

Experience

Digital Marketer | Gaia Adria, Ljubljana

2019–present

- Plan, set up and optimize Meta and Google Ads campaigns across regional markets, and review results to adjust budgets, targeting and creative.
- Create ad visuals in Canva and prepare video ads using CapCut or Filmora. Use Higgsfield when exploring AI-generated creative.
- Create and send email campaigns, and work with subscriber lists, forms and flows in ActiveCampaign and Klaviyo.
- Update Shopify and WordPress content, work on product pages and onsite SEO, and track search keywords.
- Supported the move to Shopify, including work on redirects, integrations and checks before launch.
- Coordinate with external partners on technical tasks and participate in projects with event agencies.

Graphic Designer | Plodine d.d., Rijeka

2018–2019

- Designed catalogues, flyers, billboards and web materials using Adobe InDesign and Photoshop.

Marketing Associate | Camping Straško, Novalja

2019

- Researched advertising opportunities, supported media planning and prepared social media content.

Independent creative project

The Girl Who Read the Sea (2026) - Created a short film using Higgsfield and video editing tools. Explored Sonilo for AI audio. This personal project was separate from my marketing work.

[Watch the short film](#)