



ANJA VERDNIK

MARKETING SPECIALIST

ABOUT

I'm a highly driven and motivated marketing specialist with a creative mind and passion for content creation. I have excellent time-management and organization skills and am great at brainstorming and pitching innovative ideas. I thrive in fast-paced environments where I get to collaborate with diverse teams. I'm determined to help businesses on their journey to improve their marketing and communication strategy.

PROFESSIONAL SKILLS

Microsoft Office
Adobe Photoshop & InDesign & Canva
Copywriting
Events management
Social Media management
Digital marketing

PERSONAL SKILLS

Creative mind
Structured
Team player
Fast learner
Detail oriented

LANGUAGES

Slovenian (Native)
English (Fluent/professional)
Spanish (Fluent)
Danish (Advanced/Module 5)
German (Intermediate)

PERSONAL INTERESTS

Travelling, learning languages, creating graphics, reading, dancing

RELEVANT EXPERIENCE

MARKETING AND COMMUNICATIONS SPECIALIST

SUSTAINARY | Copenhagen, Denmark, November 2021 - present

- Planned and executed marketing strategies and coordinated events including the Green Impact Week 2022 while communicating with stakeholders
- Kept communication channels up to date, handling all SoMe platforms
- Created and optimised visual and written content for newsletters, website and SoMe, ensuring the message and tone is conveyed clearly, matching the branding of the company as a leading platform of sustainable transition

TEACHING ASSISTANT IN NETWORKED MEDIA AND COMMUNICATION

IT University of Copenhagen | August 2019 - January 2020

- Leading team work, assisting student seminars and exercise sessions and giving feedback, research, helping with task creation, making PowerPoint presentations, helping students with their workload
- Successfully implemented a new peer-to-peer feedback strategy in learning

CREATIVE INTERN

STRATKOM | Ljubljana, Slovenia, January 2018 - December 2018

- Creating and editing promotional content on websites and newsletters
- Assisting with visual communication and branding
- Proofreading content in both English and Slovenian, translation

EDUCATION

MASTER OF ARTS IN COGNITION AND COMMUNICATION

University of Copenhagen | 2018 - 2020, Grade: 12

- Courses in cognitive science, visual communication, research methodology and communication theory
- Took additional courses at Copenhagen Business School in visual communication and marketing

BACHELOR OF ARTS IN APPLIED SOCIAL SCIENCES

The Robert Gordon University, UK | 2014-2017, Graduated with distinction

- Courses in cognitive, management and organizational psychology, sociology, research methodology and politics

OTHER ACHIEVEMENTS

Digital Marketing course (Academy Profession Degree in Sales and Marketing)

2022 | Talent Graden & KEA (Københavns Erhvervsakademi)

Master Thesis in Internal communication and Feedback in an International Organization

2020 | University of Copenhagen | Grade: 12