


BRECELJNIK Spela

Digital Marketer

I'm passionate about SEO and paid acquisition, and I'd like to put my skills to good use in a dynamic and innovative agency".

January 2021 - August 2022

RESPONSIBLE FOR COMMUNICATION, DIGITAL MARKETING, AND COMMUNITY ANIMATION

Trusted Health Partners 

Content Management System (CMS):


- Creating websites with Wordpress.
- Testing and installation of plugins.
- Regular system updates and security backups.

Content marketing:

- Editorial calendar.
- Managing content creators.
- Content distribution

August 2022 - May 2023

Digital Marketing & Communications project manager

Trusted Health Partners 

Marketing on social networks:

- Content creation, curation, and programming.
- Community management and engagement.
- Promotion of paid and organic content, A/B testing.


SEO :

- Keyword research and analysis.
- Content and on-page optimization.
- Technical SEO.

Web analysis:

- Traffic sources, bounce rates, exit pages, demographics, devices.
- Organic traffic, top landing pages, engagement rates, keyword ranking tracking, page and article scores.
- Social networks: page and post engagement, reach, cost per goal, click-through rate (CTR).

Contact

Profil LinkedIn 

spela.breceljnik@gmail.com


0766444432

69007 Lyon

My Digital Marketing Portfolio 


Formation

2020 - 2021

Msc & MBA Inseec Lyon 







Master 1: International Marketing

2021 - 2022

Msc & MBA Inseec Lyon 

Master 2: Digital Marketing & E-commerce

Certifications

- Google Search Ads 
- Google Display Ads 
- Google Shopping Ads 
- Google Video Ads 
- Google Analytics 
- TOSA: Excel 

Languages

Slovène (native)

Anglais (advanced)

Français (intermediate)

