

Edis Babahmetović

<http://www.edisbahmetovic.com> | <https://www.linkedin.com/in/edis-babahmetovic/>

EDUCATION

SEBLU Faculty of Economics and Business
Bachelor's degree in Business Informatics

University of Ljubljana
October 2019 - June 2022

• GPA: 9/10

o The emphasis is on digitalization, business analytics, and the improvement of business processes and business models through the development of information systems.

Gimnazija Jožeta Plečnika

Grammar School Ljubljana

High School Graduate

October 2015 - June 2019

• GPA – final exams average: 4.0/5

o Accomplishments: B2 English language certificate

CAREER

Vision Healthcare

March 2023 - present

META Media Planner & TikTok Advertising Specialist

Slovenia · Hybrid

Main responsibilities:

- **TikTok Advertising:** Proficiently managed end-to-end TikTok advertising campaigns for the German and Italian markets, including ad creation, optimization, and data-driven analysis.
- **Market Expansion & Revenue Growth:** Drove seven-figure annual META ad spend to expand into German, Swiss, Portuguese, Slovakian, and Czech markets, resulting in substantial revenue growth.
- **Data-Driven Strategies:** Analyzed campaign data for informed decision-making, crafting market-specific strategies and employing a multi-channel approach for maximum advertising impact.

Sensilab

March 2021 - May 2021

Facebook Advertiser

Sensilab

May 2021 - April 2023

META Media Buyer

Elit'Avia

March 2022 - November 2022

Flight Publishing Officer

Slovenia · Hybrid

Main responsibilities:

- **Overseeing the Digitalization of Aviation Manuals:** Spearheaded the digital transformation of aviation manuals by supervising their migration onto the WebManuals platform, ensuring seamless accessibility and navigation for aviation personnel.
- **Document Formatting and Optimization:** Proficiently formatted aviation manuals to meet industry standards while leveraging Office 365 applications to enhance document efficiency and collaboration among team members.
- **Quality Assurance and Compliance:** Ensured the highest level of quality and compliance in aviation documentation, maintaining accuracy and consistency throughout the digitalization process, thereby contributing to safe and efficient flight operations.



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SKILLS

[illegible]

LANGUAGES

[illegible]

CERTIFICATIONS

Meta Certified Media Planning Professional

Meta Certified Media Buying Professional

ABOUT ME

A visionary soul, blending the realms of entrepreneurship, marketing, and programming to shape a future where innovation knows no bounds.

Also, a bit mysterious.

Communicative. *I strongly believe communication is key for success. More than 500 daily interactions with people made me adapt and develop elocution skills as well as individual conversation skills.*

Precise. *In the aviation industry, precision is paramount, with zero tolerance for errors. Every numerical value must be meticulously verified without compromising efficiency or time.*

Analytical Approach: *My role as an Advertising Specialist has instilled in me an analytical mindset. I consistently ask questions like "Why, How, When, Who, and Where." I'm passionate about identifying and solving complex problems, both in my work and personal life.*

Proactive and Self-Initiative: *I consistently take the initiative, proactively identifying opportunities and taking the lead to ensure tasks are accomplished efficiently and effectively. This self-starter mentality has been instrumental in my career growth and accomplishments.*

HOBBIES

Reading

“Improve”

Meditation

“Be here”

Boxing



“Get up”

Exploring



“Live”

GOD

VALUES

LOVE GRATITUDE DISCIPLINE INTEGRITY

