Iva Huljić
Project manager

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Summary

Over 15 years of professional experience, based on technical education and good understanding of IT systems, combined with social skills, have enabled me to systematically manage complex projects and internal and external teams.

Leading teams of developers and designers with numerous operational tasks and challenges, I developed skills for coordinating and delivering projects. My desire is to continue to improve them in a professional and stimulating environment.

Experience

Unidea d.o.o. / Project manager
Marketing agency
October 2019 - Present, Zagreb

- Negotiating projects and communicating with clients.
- Managing web, design and marketing projects.
- Coordinating team members and external associates.
- Budgeting and monitoring projects.
- Recruiting employees and external associates.
- Coordinating design and development of various types of websites (nutrish-max.com, tisnoresort.hr, opti-value.com) as well as writing content for them.
- Developing smaller WP sites from concept, content, initial hosting setup to final design modification of WP theme and plugins (logi-speed.eu, opti-value.de).

Atlas d.d. / IT Project manager
Largest travel agency in Croatia at the time
April 2016 - October 2019, Zagreb

- During this 3.5 year project I launched 2 B2B and 2 B2C online bookable travel sites and several accompanying business websites (i.e. www.atlas-croatia.com).
- Making sure that the project is on time and within budget.
- Managing development of API bridge between the aforementioned portals and several CRS (central reservation systems) using agile software development methodologies.
- Leading the development and testing of the B2B REST API and the B2B partner merger process.

- Supervising and coordinating external teams in the development and maintenance of websites.
- Coordinating with project owners in designing and customizing the online sales process.
- Managing payment gateway integration.
- Collaborating with the IT department and external associates on server and domain maintenance.
- Studying the documentation of reservation systems and getting acquainted with business processes.
- Monitoring and analyzing online campaigns, budget planning and monitoring of sales results.

Privatna ordinacija dentalne medicine Marko Vukić, dr.med.dent./Identalia, Zagreb / Web and online marketing manager

One of the first big dental surgeries in Croatia that started with dental tourism and became one of the market leaders

October 2010 - April 2016, Zagreb

- By leading marketing campaigns and teaming on development of several websites I contributed to the company expanding its business from a couple to twenty active surgeries (www.identalia.com).
- Leading the development of websites (from one website to 3 main and 5 auxiliary) and their maintenance.
- Market research, maintenance and development of marketing campaigns in 5 languages.
- Business results analysis and budget planning.
- Optimization of internal business processes.

Adriatica.net d.o.o., Zagreb / SEO/WEB analyst and webmaster

One of the leading online travel agencies in Europe, Booking.com of the time, pioneered online travel bookings in the 2000s

February 2007 - October 2010, Zagreb

- Through SEO our organic visits reached around 60% of our total daily visits which helped make adriatica.net one of the most visited portals in Europe in the travel industry.
- Analysis and customization of 3 portals for online booking and a number of accompanying websites in 12 languages.
- Maintenance and coordinating upgrades, adding new features and functionalities on websites.

Adriatica.net d.o.o., Zagreb / Customer service, English desk

One of the leading online travel agencies in Europe, Booking.com of the time, pioneered online travel bookings in the 2000s

- Market research and finding customers through direct marketing.
- Customer service operator in English.

Other work experience / Different projects I worked on

- Creating and maintaining smaller websites.
- SEO/online marketing for nabava.net.
- SEO analysis and online campaigns for various websites (accounting, tourism, web shop, hosting).

Education

Zagreb University of Applied Science, Information Technology/
Engineer in Information Technology, Electronic business
October 2001 - April 2005, Zagreb

General-education secondary school, Korčula
May 1998, Korčula

Rewards

- Dean's Award for the best grade point average
- State scholarship

Languages

- English - Advanced
- German - Intermediate
- Italian - Beginner

Additional skills

- Base knowledge and use of web technologies (HTML, CSS, PHP, SQL, JSON)
- Currently learning JavaScript

Hobies

- Reading, cycling, swimming, walking