



KERIM KUSTURICA

DIGITAL MARKETING SPECIALIST

PAID ADS | ECOMMERCE | AI
BASED IN BELGIUM

CONTACT

Location
Kontich / Antwerp, Belgium
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Phone
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Portfolio
scalewithbellalux.online

CORE STRENGTHS

Paid media strategy and optimization
Google Ads, Meta Ads and TikTok Ads
Ecommerce growth and remarketing
funnels
SEO copywriting and content systems
AI-assisted workflows and reporting

SKILL SNAPSHOT



PAID ADS

ECOMMERCE

AI WORKFLOWS

Digital Marketing Specialist

Paid Ads, Ecommerce & Content Growth Expert

Results-driven digital marketer with 7+ years of hands-on experience across Google Ads, Meta Ads, content strategy, SEO copywriting, ecommerce growth and automation. Based in Belgium, working across local Flemish, European and remote markets. Currently managing EUR 50K+ / month in Google Ads.

PORTFOLIO: scalewithbellalux.online

EUR 50K+

Google Ads
budget / month

-60%

Cost per lead
improvement

+52%

Ecommerce
revenue growth

2.7M+

Content views
generated

+73%

Traffic uplift

EXPERIENCE

DOT Telecom, Gent, Belgium

Digital Marketing Specialist | Nov 2024 - Present

- Manage digital marketing across Google Ads, Meta Ads, SEO, landing pages and website content.
- Currently manage EUR 50K+ / month in Google Ads with reporting, optimization and performance control.
- Reduced cost per lead by 60% through campaign restructuring, creative testing and data-driven decisions.
- Built multilingual campaigns for the Flemish market and supported branding, automation and video content.

ML int. architecture, Antwerp, Belgium

Digital Marketing Manager | Nov 2022 - Present

- Implemented automated marketing tools and workflows to reduce manual workload.
- Created a content strategy contributing to +20% sales growth and stronger lead quality.
- Built an advanced customer/prospect database to improve pipeline conversion.

Perfetto d.o.o, Remote

Content Writer & Creator | Aug 2021 - Present

- Created viral content that accumulated over 2.7M views across social platforms.
- Increased website traffic by 70% through SEO-oriented content and campaigns.
- Managed social platforms and engagement for international audiences.

Head of Digital Marketing - glade.store

Sep 2020 - Feb 2022

- Developed the ecommerce and marketing ecosystem end-to-end.
- Increased brand awareness by 80% and revenue by 52%.
- Managed operations, marketing and product strategy.

"I help brands turn ad spend into predictable revenue systems."

PAID ADS | CONTENT | ECOMMERCE | AI-ASSISTED EXECUTION

PORTFOLIO

SCAN TO VIEW LIVE WORK



LINKS

Portfolio

scalewithbellalux.online

LinkedIn

linkedin.com/in/kerim-kusturica

Email

kerim.kusturica5@gmail.com

LANGUAGES

English - Fluent (C1)

Dutch - A2/B1, actively improving

German - Basic (A2)

Bosnian/Croatian/Serbian - Native

EDUCATION

BSc Software Engineering | 2017 - 2022

International University of Sarajevo

Focus on front-end development and digital systems.

WHY HIRE ME

7+ years hands-on across Belgium, EU and remote roles.

Dual expertise: paid ads + high-converting creative.

Self-managed, proactive and focused on measurable business outcomes.

Projects, Skills & Growth Proof

ADDITIONAL EXPERIENCE

Aurora LTD

Digital Marketing / Growth Support | 2024

Supported digital growth activities, campaign execution, messaging improvements and marketing support.

Maplin Co.

Digital Marketing Specialist | Jan 2019 - Dec 2020

Increased online sales by 70% through remarketing campaigns and stronger content planning.

Quick d.o.o, Sarajevo

Digital Marketing Manager | Feb 2017 - Dec 2022

Improved conversion rate by 22% through A/B-tested UX changes and scaled social engagement by 200%+.

SELECTED PROJECTS

1 QuickSolutions Campaign Revamp

Increased store traffic by 73% via full-funnel video retargeting and localized ad creatives.

2 Glade.store Scaling Campaign

Grew community from 0 to 18K followers in 3 months and generated a 52% revenue boost.

3 Bellalux Portfolio

Built a live portfolio and agency presence showcasing paid ads proof, landing page demos and growth systems.

SKILL TABS

Paid Ads

Ecommerce

Web

Content

SEO

AI Automation

Google Ads

Expert



TikTok Ads

Strong



GA4 & Tracking

Applied



Meta Ads

Advanced



Ecommerce CRO

Strong



AI Workflows

Applied



COURSES & LEARNING

- AI for Marketing & automation workflows
- Google Ads Search / PMax / GA4 coursework
- Meta Ads and paid social media buying
- Conversion tracking, reporting and CRO

TOOLS & PLATFORMS

- Google Ads, Meta Ads, TikTok Ads
- LinkedIn Ads, GA4, Meta Business Manager
- Shopify, WordPress, landing pages
- Zapier, Mailchimp, AI workflows, reporting

Let us talk growth.

Available for paid ads, ecommerce growth, landing pages and AI-assisted marketing systems.

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