



# KERIM KUSTURICA

DIGITAL MARKETING  
SPECIALIST |  
PAID ADS & CONTENT EXPERT  
| BASED IN BELGIUM

## PROFILE

Results-driven digital marketer with 7+ years of hands-on experience in content strategy, paid advertising (Meta & Google), social media management, SEO copywriting, and automation tools. Proven track record in increasing sales, brand visibility, and operational efficiency across multiple sectors. Currently based in Belgium with international and local market knowledge, including achievements such as scaling e-commerce revenue by +52% and managing €20K/month ad budgets. Fluent in English (C1) and working towards Dutch fluency (B1).

## WHY HIRE ME

- 7+ years hands-on across Belgium, EU, and remote roles
- Dual expertise: Paid Ads + High-converting Creative
- Agile, self-managed and proactive – I don't wait for briefs
- Proven ROI generator with a track record in both lead gen and sales-focused funnels

**"I HELP BRANDS 2X THEIR ROI THROUGH CONTENT THAT ACTUALLY CONVERTS."**

## EXPERIENCE

### DOT Telecom, Gent, Belgium

*Digital Marketing Specialist Nov 2024 - Present*

- Managed the company's complete digital marketing strategy, including Meta Ads, Google Ads, SEO, and website content
- Improved ad ROAS and reduced cost per lead by 60% through data-driven performance marketing
- Created multilingual ad campaigns for the Flemish market
- Contributed to branding, internal automation, and video-based content

### ML int. architecture, Antwerp, Belgium

*Digital marketing manager Nov 2022 - Present*

- Implemented automated marketing tools to reduce manual workload
- Created a complete content strategy resulting in +20% sales growth
- Built an advanced customer/prospect database increasing pipeline conversion

### Perfetto d.o.o (Remote)

*Content Writer & Creator Aug 2021 - Present*

- Created viral content that accumulated over 2.7 million views
- Increased website traffic by 70% via content SEO & campaigns
- Managed social platforms and engagement for international audiences

### Head of Digital Marketing- glade.store

*Sep 2020 - Feb 2022*

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

### Maplin Co.

*Digital Marketing Specialist Jan 2019 - Dec 2020*

- Increased online sales by 70% through remarketing campaigns
- Built a thriving community across social media
- Drove web traffic growth via optimized content strategy

### Quick d.o.o, Sarajevo

*Digital Marketing Manager Feb 2017 - Dec 2022*

- Achieved a 22% increase in conversion rate via A/B-tested UX changes
- Managed content across digital, print, and video
- Scaled social engagement by over 200%

## LANGUAGES

- English - Fluent (C1)
- Dutch - Basic working proficiency (A2, actively improving)
- German - Basic (A2)
- Bosnian/Croatian/Serbian - Native

## HOBBIES

Fitness • Chess • Meditation •  
Traveling • Tech & Strategy Games  
*Chess – for strategic thinking &  
pattern recognition*

## CONTACT

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Portfolio available on request

## NOTABLE PROJECTS

### ***QuickSolutions Campaign Revamp (2024)***

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

### ***Glade.store Scaling Campaign (2022)***

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

## EDUCATION

### **IUS International University of Sarajevo**

*BA Software engineering | 2017 - 2022*

BSc. Software Engineering - International University of Sarajevo

Graduated with focus on front-end development and digital systems.

## SKILLS & TOOLS

Ads Platforms: Meta Ads, Google Ads, TikTok Ads

CMS: Shopify, WordPress

Automation: Zapier, Mailchimp

Analytics: GA4, Meta Business Manager

## LET'S TALK

Feel free to reach out if you're looking for someone who brings both strategic thinking and execution power to your marketing team.