

Melina Jurčić

WEB DESIGN
DIGITAL MARKETING
GRAPHIC DESIGN

EDUCATION

2025. - AI course - Content Creator Academy
- Reels video course
(Reels Mentor Marina -Azuredigital)

2024. - photo (iPhone photography course)
- video editing (Content Creator course)

Amorlingua College, Zagreb (Croatia)

2023. - Web Design

Amorlingua College, Zagreb (Croatia)

2023. - Internet Marketing and Branding

Educacentar College, Zagreb (Croatia)

2023. - Graphic Design

Faculty of Economics and Business, Zagreb (Croatia)

2004 .- 2013. - Master of economics

Faculty of Economics and Business, Zagreb (Croatia)

2000. - 2004. - Bachelor for tourism

Professional business courses that I have attended

Hal Pet - business education

- 2013. "Positive thinking"
- 2013. "Guest is the king, II. th part"
- 2012. "Communication and manager skills in the hotel industry"
- 2012. "Guest is the king, I. st part"

Gentis - business education

- 2011. "Running of a meeting"
- 2011. "Managers skills, II. th part"
- 2011. "Influencing skills"
- 2009. "Additional sales"
- 2009. "Development of managers"
- 2008. "Managers skills, I. st part"



CONTACT

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🌐 www.melina-digital.com

Innovative, creative, and professional.

Specialized in:

- Web Design
- Digital Marketing
- Graphic Design

I am responsible, independent, always ready for new challenges and open to new ideas and improvement.

LANGUAGES

Croatian - Native
English - Advanced
German - Intermediate
Italian - Intermediate

DRIVING LICENCE

Category B

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WORK EXPERIENCE

PLATFORMS

- Canva
- Edits
- Cap Cut
- Captions
- Adobe Illustrator
- Meta Ads Manager
- Google Ads
- Flodesk
- MailerLite
- ChatGTP
- Manychat
- FAL.AI

from 2017.

- owner of Beach bar Havana - Savudrija
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Specialist in operations, protocols and general affairs

Plava Laguna d.d., Rade Končara 12, 52440 Poreč (Croatia)

Business or sector Tourism and hospitality

2019. - 2024.

- organization of events in tourist destinations Umag and Poreč (ATP Plava Laguna Croatia Open Umag; Ironman 50.5 Poreč; Wine&Walk; Colors of tennis Umag; Granfondo Umag-Novigrad; Umag Night run)
 - management of administrative tasks in cooperation with the finance and legal affairs sector (contracting, tendering, invoice verification, warehouse and inventory status)
 - conducting public tenders for organizing purposes
 - protocols (drafting of protocols, implementation, and monitoring)
 - managing the process of creating promotional materials according to brand standards
 - printed materials - the creation of visuals (coordination), tendering, and distribution
 - merchandise - coordination in creating visuals, tendering, storage, and distribution
 - creation of sponsorship packages for events (planning, monitoring, and implementation of sponsorship activations at events in Poreč and Umag)
 - sponsorship contracts (preparation of contracts in coordination with the legal department, coordination of contract signing, preparation of sponsorship reports according to completed sponsorship rights with the necessary supporting documents)
 - branding of event zones
 - taking care of VIP guests
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Senior Associate for Public Relations

Plava Laguna d.d., Rade Končara 12, 52440 Poreč (Croatia)

Business or sector Tourism and hospitality

2017. - 2019.

- preparation and holding of the press conference (invitations, press releases, preparation and furnishing of the space for the press conference)
 - organization of "Gala party" and "Gala dinner" events for VIP guests and event sponsors
 - organization of various smaller daily events and activations (radio broadcasts, meetings with journalists, casting for hostesses, event announcements as part of other events)
 - editorial office of the ATP Plava Laguna Croatia Open Umag event newspaper (Daily News during an Event presentation after the event)
 - managing the database of audio and video materials, collecting key statements of people, taking care of press and distribution
 - daily communication with partners, clients, and agencies
 - social networks (Facebook; Instagram)
 - writing texts and collecting statements for the needs of press conferences, announcements on websites and printed material
 - responsibility for arranging the city, tourist, shopping, and hospitality facilities with accommodation capacity by the brand of destination events
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Guest Experience Manager

Istraturist d.o.o. partner of
Meliá Hotels International,
Jadranska 66 52470 Umag
Business or sector Tourism and hospitality



Melina_letsgodigital



melina_letsgodigital



Melina-Let's go digital!



Melina-digital

March 2013. - 2017.

All responsibilities from the position of Quality Manager plus additional ones:

- controlling the costs of quality and activities departments
- coordination and supervision of the program implementation of the activities department (supervision of children's activities (Mini club, Mini disco, children's themed parties), sports activities (yoga, pilates, aqua aerobics), activities for adults (presentations and tastings of local products: olive oil, truffles, brandy, liqueur, honey, lavender, Istrian culinary delicacies, wine...) and care and coordination of the evening program (contacting performers and enabling the necessary conditions for holding musical evenings and night programs). Also, organizing and designing activities related to collecting funds for the most needy within humanitarian action "Solidarity Day" which was held once a week during the high season.

Quality Manager

Istraturist d.o.o. partner of **Meliá Hotels International**, Jadranska 66 52470 Umag
Business or sector Tourism and hospitality

April 2007. - November 2012.

- providing Guest Satisfaction Assurance program (taking care of guests and their needs (VIP treatments, guests birthdays, ATP concierge, regular guests...); taking care of employees and their needs; coordinating with all the departments; providing Market Matrix program; providing loyalty program; taking care of the working environment in the hotels; planning actions to improve the employees' motivation and working climate in global; writing monthly bulletins on happenings in the hotel)
- resolving all kinds of reclamations
- public relations
- working on the online reputation of the hotel (ReviewPro-TripAdvisor, Booking.com, HolidayCheck, Expedia...)
- updating the official facebook page of the resort
- making different kind of reports on a daily, weekly, and yearly basis
- showing and presenting the hotel to the company partners
- organizing different kinds of events (Hotel's birthday, welcome drinks, summer fairs...)
- controlling the costs of the quality department

Animator

Istraturist d.o.o. partner of **Meliá Hotels International**, Jadranska 66 52470 Umag
Business or sector Tourism and hospitality

June 2004. - October 2005.

- held sports activities
 - held children's activities
 - held evening programs
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