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# Tanja Roca

A stand-out senior professional with specialist skills in marketing and business development. Highly versatile with cross sector experience that includes work with start-ups and large global market leaders. Most recently Director of Marketing & Quality at a car rental business, responsible for creating and implementing high-impact multi-channel marketing and sales strategies across 4 brands. Previously spent 4 years with a leading BTL marketing services agency; leveraging client sales results, brand engagement, profile, positioning and market share by conceptualising and implementing ahead of the curve BTL projects. Fully proficient across traditional and digital marketing disciplines. Adept at identifying, pursuing and maximising business development opportunities. Highly commercially focused and driven to deliver strong added value. Well-organised and resourceful, with great attention to detail.

## Key Skills & Strengths

- |                                    |  |                               |
|------------------------------------|--|-------------------------------|
| ✓ Marketing Management             | ✓ Business Development                   | ✓ Multi-Channel Delivery      |
| ✓ Digital Marketing                | ✓ Growing Sales                          | ✓ Campaign Design & Execution |
| ✓ Delivering ROI                   | ✓ Maximising Market Share                | ✓ Driving Competitive Edge    |
| ✓ Customer Acquisition & Retention | ✓ Creativity & Innovation                | ✓ Brand Launches              |
| ✓ New Business Start-Ups           | ✓ Budgeting (ATL, BTL)                   | ✓ Events & Promotions         |
| ✓ Metric & Analysis                | ✓ Communications                         | ✓ CRM                         |
| ✓ B2C/B2B Messaging                | ✓ Social Media                           | ✓ SEO & AdWords               |
| ✓ Cross-Functional Collaboration   | ✓ Identifying & Maximising Opportunities | ✓ Challenging Constructively  |
| ✓ Public Relations                 | ✓ Competitor & Market Analysis           | ✓ Commercial Acumen           |

## Career Summary

### **DIRECTOR OF MARKETING & QUALITY | Ridecar D.O.O. - Croatia**

**Aug 2018 - May 2019**

Chosen for a strategic level role with critical level responsibility for marketing outcomes. Responsible for creating and implementing high-impact multi-channel marketing and sales strategies across 4 brands. Remit included optimisation of workflow efficiency, budgetary planning/control (ATL, BTL) and cross-functional coordination

- Consistently accomplished sales objectives and market positioning targets by devising and continually optimising sales and marketing strategies.
- Successfully developed and operationally executed the launch of 4 new business websites (RIDE2, RIDECAR, BIZZRIDE, ALLRIDE), inclusive of marketing materials and events.
- Maximised brands' market position and competitive edge through quality monitoring and constant auditing of the sales and marketing activities.

### **DIRECTOR OF MARKETING & DEVELOPMENT | Carwiz D.O.O. - Croatia**

**Jan 2017 - Dec 2017**

Onboarded to play a key role in the launch and early growth phase of this car rental start-up business. The business has enjoyed fast growth, operating through a franchise model. It operates through online channels and has 13 offices in all major cities and tourist destinations in Croatia.

- Pivotal in successful start-up and establishment of the business; owning brand launch and establishment of corporate standards.
- Crafted and enacted integrated marketing communications agendas which maintained brand consistency, met business objectives and achieved measurable targets in alignment with outlined budget.
- Enabled significant future business benefits by initiating and creating a persuasive business case for setting up a CRM system.
- Spearheaded design and oversaw on-target implementation of a new business website with specific user-centred functionality.

- Advanced early business goals by establishing a customer support/reservations centre department that would facilitate delivery of a world-class customer experience.

#### **DEPUTY MANAGER OF SALES/MARKETING | Fleet Rent A Car D.O.O. - Croatia**

**Mar 2014 - Dec 2016**

Fleet Rent A Car is a subsidiary of automotive sector operator TRCZ Group. Accountable for driving sales and marketing results, whilst optimising operations and performance of 13 branch offices. Scope included leadership of a 60-strong team, budget management (2 mil HRK), business communications and recruitment/selection.

- Key driving force behind the ongoing commercial success of the business; creating strongly market driven marketing/sales plans, planning strategically, driving KPI attainment and optimising ROI.
- Achieved great results from strategic B2C/B2B messaging; including to international partner agencies such as Auto Europe and RentalCars.
- Increased online reservations rate by 100% through Google Ad Words management, and optimised outcomes of all other marketing strategies.

#### **MARKETING MANAGER | TRCZ Group D.O.O. - Croatia**

**Aug 2012 - Feb 2014**

The TRCZ Group is organised around 4 operative companies, operating in used cars sales, rent-a-car, fleet management and car repair sectors. Led a small team of marketing experts (3) in the execution of marketing strategies and campaigns for all 4 companies; including e-mail promotions, database and digital marketing.

- Significantly grew sales by creating a strongly competitive positioning and communications plan that maximised commercial opportunities.
- Catalysed greater visibility and brand awareness by co-ordinating the team and creative agency in digital/print marketing and PR campaign delivery.
- Achieved an annual 20% growth rate through strategic social media advertising management, and successfully optimised the company's online presence (SEO, Ad Words, social media) by devising digital strategy and tactics.

#### **KEY ACCOUNT MANAGER | MPG BTL Agency - Croatia**

**Sep 2008 - Aug 2012**

A role with a BTL marketing services agency, part of MPG SEE Group which is the leading BTL marketing services company in MPG SEE region, with +130 employees and offices in Slovenia, Croatia, Serbia and Macedonia. Responsible for the development and maintenance of BTL activities; including events, promotions, congresses and presentations. Remit included progress reporting, client quotations, budget management, driving achievement of targets and management of multiple workstreams.

- Created strong value for major multinational clients, such as clients VISA, Nestle, Samsung, T Com, VIP, Sony Ericsson, Western Union.
- Leveraged client sales results, brand engagement, profile, positioning and market share by conceptualising and implementing ahead of the curve BTL projects.
- Maximised ROI of campaigns by utilising data/analytics, market analyses and trends monitoring though the full project lifecycle.
- Built and sustained a strong team culture of high-performance; owning recruitment/selection, performance management and trained a team of 2.

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## Earlier Roles

Junior Key Account Manager

MCS Grupa D.O.O. - Croatia

2004 - 2008

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## Education

Marketing Management Diploma, 2006, Experta Business Academy, Zagreb

Bachelor of Information Technology Management, 2003, University of Applied Sciences, Zagreb

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## Languages

Native Croatian. Proficient English (C2 listening and C1 written/spoken), studied English at McGill College, Montreal. Basic German (B1 listening and A1 written/spoken).

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