

SARA FUSHA OSMANI

DETAILS

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EMAIL

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SKILLS

Marketing Strategy

Digital Marketing

Public Relations

Market Research

Business Planning

Digital Strategy

Leadership

Teamwork

Communication

LANGUAGES

Albanian

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English

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HOBBIES

Painting, Cooking and
Reading

PROFILE

Experienced Marketing Manager with proven background in marketing and management with special emphasis on customer care. Solid track record in relationship and business management, developing and maximizing new business and marketing strategies. Excellent communication, leadership, motivational skills and can interact effectively with clients, business prospects and staff.

EMPLOYMENT HISTORY

Quality Assurance Coordinator, Tempulli Academy

Pristina

Jan 2021 — Present

Leading the strategy, execution and experiment of all Quality Assurance activities

Head of Marketing and Recruitment, Riinvest College

Jan 2020 — Jan 2021

Leading the strategy, execution and experiment of all marketing activities to drive Riinvest College and London School of Economics programmes growth.

- Creating the Brand for the University of London and London School of Economic programmes offered at Riinvest.
- Experimenting with a variety of organic and paid acquisition channels like content creation, content curation, pay per click campaigns, event management, publicity, social media, lead generation campaigns, copy-writing, performance analysis, email marketing.
- Producing valuable and engaging content for the website and blog that attracts and converts our target groups for UoL/LSE programmes.
- Build strategic relationships and partner with key industry players, agencies and vendors.

Founder/CEO, ARToys

Online

Mar 2019 — Present

Creating an online platform to create and sell didactic toys for children.

[instagram.com/dyqaniarttoys](https://www.instagram.com/dyqaniarttoys)

- Making the customers' shopping experiences fulfilling and enjoyable through online and offline selling.
- Establishing partnership with various international wooden toy companies.
- Oversaw products offered and merchandising to ensure sales were maximized and orders delivered were accurate. Worked directly with merchants and drop ship vendors to ensure product images are received and uploaded on the site, as well as removed discontinued product lines.
- Paid Facebook ads & Instagram Ads, with 98% ROI.

- Regularly reviewed competitive websites in terms of product range, marketing initiatives including functionality and customer offerings. Also, maintaining awareness of the competitive market landscape, expansion opportunities, and industry developments.
- 80% organic growth.
- 60% net profit. A profit higher than we planned.

Head of Marketing and PR, Heimerer College

Pristina

Aug 2016 — May 2019

Leading the strategy, execution and experiment of all marketing activities to drive Heimerer College growth.

- Conducting advanced market and competitive analyses, highlighting opportunities and trends.
- Creating highly engaging marketing campaigns across digital, print and PR channels.
- Devising email strategies, including segmenting strategies, welcome email auto responders and training drip campaigns.
- Responsible for developing, implementing and overseeing long-term digital marketing campaigns as well as short-term advertising techniques.
- Identifying and testing new digital platforms and tools.
- Using analytic tools to monitor social media traffic.
- Leading and monitoring the creative team.

Project Manager @ Balkanspring.com, Athene Kosovo LLC

Pristina

Nov 2013 — Feb 2017

Balkanspring is an online shop bringing you a great variety of products crafted in Kosovo, both modern and traditional, such as clothes, shoes, fashion accessories, gift items, souvenirs and beauty products. Balkanspring.com aims to improve the international export channels for businesses, talented designers and creators in Kosovo.

Senior Advisor, BOOST Global Innovation AS

Kosovo

Jun 2015 — Aug 2016

BOOST Global Innovation AS helps companies to build their businesses by identifying growth opportunities and to improve their performance.

- Managed, directed, and oversaw daily missions for the organization.
- Evaluated and documented work performance formally and informally; coach, counsel, monitor, and motivate assigned staff.
- Planned and managed internal projects using project management concepts; established work breakdown structures and timelines, forecasted resources and supervised overall completion of projects.

Marketing Manager, Riinvest College

Pristina

Nov 2012 — Nov 2013

- Developed creative concepts, messages, and visual appearances to achieve desired objectives and College branding.
- Managed and coordinated the preparation and publication of a variety of promotional and/or communication materials.
- Prepared a variety of reports related to operational activities, including statistical analysis.

Programme Administrator, Staffordshire University

Pristina

May 2011 — May 2012

- Worked directly in program development, management, evaluation and measurement.

- Maintained detailed administrative and procedural processes to improve accuracy and efficiency.
- Supervised social workers, teachers and related staff.

Event Organizer, CONNEXT Albania

Pristina

Jan 2010 — Jun 2011

- Was responsible for and coordinated the production of various events for clients, ensuring that their needs and requirements were always fully met.
- Developed and managed the event budgets, conducted the post-event evaluations, and built and maintained strategic relations with local vendors.
- Was in charge of all travel arrangements, arranged logistics and accommodation, delegated tasks, and managed multiple specialized service teams.

EDUCATION

Master of Science: Marketing, University of Prishtina

Pristina

2012 — 2014

Bachelor of Marketing, University of Prishtina

Pristina

2009 — 2012

VOLUNTEER

Organizer of Youth Center

Podujeva

Volunteer at AEGEE- Europe

Pristina

Volunteer at Startup Weekend Prishtina

Pristina

Volunteer at YMCA Kosovo

Pristina

CERTIFICATIONS

Business Administration Programme, American University of Prishtina

Pristina

School of Entrepreneurship, BSCK

Pristina