
AJLA BURINA – CV

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As a goal-oriented individual with a track record of success in international sales for three years, I bring a diverse skill set to the table. My previous roles have equipped me with a solid foundation in sales, customer experience, market/competitor analysis, and strategic planning.

Employment History

SALES SPECIALIST - OPERATIONS AT **ULTB** – B2B SALES ENGINE PARTNER (BERLIN, GERMANY)
07/2023—PRESENT

- Handling clients' inquiries coming from the customer success team efficiently, collaborating closely with the sales manager and individually for effective follow-up, and implementing engaging strategies to boost campaign performance.
- Generating detailed reports, optimizing outreach campaigns, and ensuring seamless integration with tech setup and team.
- Researching clients' different industry trends and competitor analysis, qualifying potential leads, and nurturing cross-functional relationships within the organization.
- Collaborating internally as a Product Owner of the CRM (Close) processes, I address challenges and drive lead progression while prioritizing product management tasks for organizational success.
- Working remotely to collaborate effectively with cross-functional teams.

SALES DEVELOPMENT EXPERT AT **SPLITMETRICS**; APPLE SEARCH ADS SOFTWARE AND MARKETING AGENCY TOOL (MENLO PARK, CALIFORNIA)
01/2023—10/2023

- Engaging in outreach activities such as ICP (Ideal Customer Profile) research, cold emailing, cold calling, and booking meetings/demos, along with managing cadence/sequence tasks.
- Conducting qualification calls with inbound demo request leads/SQLs and warm leads from the marketing campaigns.
- Developing and maintaining a deep understanding of SplitMetrics' solutions and offerings, constant learning and development.
- Contributing to successful use cases of innovative technologies in mobile marketing.
- Creating strategies for lead generation and client communication.
- Utilizing sales-enablement tools including *Apollo*, *HubSpot (CRM)*, *ZoomInfo*, *SalesNavigator*, *SignalHire*, *ZeroBounced*, and *AppMagic*.

- Assisting in the development of marketing strategies and campaigns, leading to increased sales.
- Working remotely to collaborate effectively with cross-functional teams.

SR. SALES DEVELOPMENT REPRESENTATIVE AT **FORSTA**; CUSTOMER EXPERIENCE AND MARKET RESEARCH TECHNOLOGY (SARAJEVO, B&H)
09/2021—01/2023

- Demonstrating expertise in sales management, SaaS, and direct sales.
- Marketo, SQL processes within Salesforce
- Contributing to enhancing sales processes and methodologies.
- Conducting demonstrations and presentations of the product for potential clients.
- Developing and upholding a thorough comprehension of Forsta's solutions.
- Mentoring junior sales representatives, leading to boosted sales averages.
- Utilizing sales enablement tools including Salesforce (CRM), Salesloft, Outreach, ZoomInfo, and LinkedIn Sales Navigator.

LEGAL GUARDIAN AT **SAVE THE CHILDREN INTERNATIONAL** (VELIKA KLADUSA, B&H)
11/2020—08/2021

- Representing an unaccompanied child in the proceedings for which he/she has been appointed.
- Ensuring that all proceedings are conducted and all decisions are made for the benefit of the unaccompanied child.
- Conducting an initial assessment of the needs of an unaccompanied child.
- Regularly visiting an unaccompanied child and being informed about him/her. Proposing to the competent institution a change of accommodation if it assesses that the conditions of accommodation are not following the welfare of the child.
- Accompanying a child while going to health facilities/police facilities/other institutions.

EXECUTIVE MARKETING ASSISTANT AT **ALTERNATIVA D.O.O.**; LOCAL MANUFACTURING AND ENGINEERING COMPANY (SARAJEVO, B&H)
02/2019—10/2019

- Undertaking daily administrative tasks to ensure the functionality and coordination of the department's activities.
- Liaising with a wide range of internal and external stakeholders.
- Supporting executives in organizing and writing projects. Monitoring, evaluating, and reporting on progress in achieving the project's objectives.
- Ensuring coherence and consistency in the implementation of the project.
- Employing marketing analytic techniques to gather important data.
- Preparing and delivering reports to the executives.

EDUCATION

Master's Degree, Democracy and Human Rights in Southeast Europe
Global Campus of Human Rights x University of Bologna
10/2019—10/2020

- MA Thesis Project: The Migration Crisis and Human Trafficking in Albania: The Preventions and Victim's Protection Measures

Bachelor's Degree, Business Administration/Management and Leadership Studies
International University of Sarajevo
10/2014—01/2019

INTERNSHIPS

COORDINATOR AT POD LUPOM: **COALITION FOR FREE AND ELECTIONS**
(SARAJEVO, B&H)
02/2018—10/2018

- Monitoring work and meetings with the local municipal election commission.
- Team leader of a short-term observatory team (150 team members).
- Providing weekly reports on the overall work of the 150-person observatory team and municipality to a high level of coordination.
- Reporting on violations of the electoral laws and regulations of the political parties to a high level of coordination.
- Conducting the meetings and questionnaires with political candidates.
- Establishing and maintaining an external communications calendar.
- Managing and training the observatory teams in the election process.

HARD SKILLS:

Sales Management, Product Management, Market Analysis, Competitor Analysis, Strategic Planning, Microsoft Office, Google docs, Salesforce, Hubspot, Close, Sales Enablement Tools (Apollo, Salesloft, Outreach, ZoomInfo, LinkedIn Sales Navigator), Ideal Customer Profile (ICP) Research, Cold Emailing/Cold Calling, Qualification Call Techniques, Marketing Strategy Development, Project Coordination, Data Analysis (Marketing Analytics), Report Preparation, Database Management.

SOFT SKILLS:

English (Fluent), Croatian/Bosnian/Serbian (Mother Language), Goal-oriented, Communication, Collaboration, Leadership, Time Management, Adaptability, Problem-solving, Flexibility, Attention to Detail, Mentoring/Training, Organizational Skills, Confidence, Honesty, Teamwork, Critical Thinking, Initiative.