Emina Renee Galina

DIGITAL MARKETING & WEBSITE MANAGER

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PROFILE

Digital marketing and website specialist with over 12 years of in-house, agency and independent experience. I understand business requirements and translate them into user-focused digital solutions and content tailored to target audiences. My strengths include international website management, content structure, SEO, UX, landing pages and analytics, combined with technical expertise and cross-functional collaboration.

Website Management · On-Page SEO · Landing Pages · UX · Figma · Analytics & Tracking · E-Commerce · Technical Coordination · Marketing Automation

PROFESSIONAL EXPERIENCE

Website Manager

DiniTech GmbH / NRGkick

STYRIA, AUSTRIA · 03/2025 — PRESENT · IN-HOUSE

- Led the end-to-end redesign and development of nrgkick.com (DE/EN/FR): concept, UX, SEO, checkout, launch, hosting and ongoing website operations.
- Managed website and e-commerce content within the marketing team, creating landing pages and audience-focused web content and maintaining the brand's digital presence.
- Optimized landing pages, on-page SEO and user journeys; analyzed website performance and conversions with GA4 / GTM.
- Collaborated with marketing, design and development teams; used Figma and coordinated website releases, quality assurance and technical troubleshooting.
- Managed digital processes and integrations, including checkout, payments, partner campaigns and technical website workflows.

WordPress Developer

abm Werbeagentur

TRAUN / LINZ, AUSTRIA · 06/2019 — 02/2025 · AGENCY

- Developed and maintained WordPress and WooCommerce websites for clients, from responsive builds and content structure to e-commerce functionality and technical support.
- Worked with Divi, Elementor, WPML, ACF and custom front-end adaptations, translating design concepts into reliable responsive websites.
- Coordinated tasks between design and development, supported client communication and documented ongoing website operations.
- Selected projects: Lenz Moser, Naturkind and Concomatic — from redesign and implementation to launch and optimization.

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INDEPENDENT DIGITAL WORK

Founder & Web / Graphic Designer

TU SHOP / Creative Web Solutions

CROATIA & AUSTRIA · 12/2013 — 03/2026 · SELF-EMPLOYED

- Planned, built and maintained websites, e-commerce solutions and digital brand presences for small and medium-sized clients — first full-time, later alongside employed roles.
- WordPress, WooCommerce, UX, Figma, graphic design, on-page SEO, landing pages, analytics and digital marketing — from concept to ongoing optimization.
- Independently managed client projects, from understanding business requirements through concept and design to technical implementation and reliable delivery.

EARLIER EXPERIENCE

Office Manager · Lumini d.o.o.

Croatia · 11/2009 — 11/2012

Head of Administration · Palas d.o.o.

Croatia · 03/2007 — 09/2009

LANGUAGES

Croatian — Native

English — Very good professional proficiency

German — Basic proficiency (current level)

Slovenian — Good proficiency

Spanish — Basic proficiency

EDUCATION & PROFESSIONAL DEVELOPMENT

WordPress Development Certificate

EITCA Academy · 2019

Graphic Design Specialization

California Institute of the Arts · 2018 — 2019

Certified Self-Employed Bookkeeper

Public Distance Learning Institution, Croatia · 2007 — 2009

Business Studies Diploma

Business and Trade School, Croatia · 2000 — 2004

CERTIFICATIONS & PRACTICAL AI TRAINING · 2026

Google Ads Search Certification

Google Skillshop · 2026

LinkedIn Marketing Measurement Certification

LinkedIn Marketing Labs · 2026

Automation to AI Agents: Foundation

Make Academy · 2026

AI Agents — Practical Full Course

Open Residency · Context, MCP, Agent Skills, AI Workflows

TOOLS & SKILLS

WEBSITE & DIGITAL MARKETING

WordPress, WooCommerce, Elementor Pro, Landing Pages, On-Page SEO, Content Structure, HTML, CSS

PERFORMANCE MARKETING & ANALYTICS

GA4, Google Tag Manager, Conversion Tracking, Website Analytics, Performance Marketing Fundamentals, Google Ads Search, SEO

UX, DESIGN & COLLABORATION

Figma, UX, responsive design, graphic design, stakeholder communication, marketing & development collaboration

E-COMMERCE & TECHNOLOGY

Checkout, Payments, WooCommerce, Technical Integrations, Troubleshooting, Website Migrations