

Damjan Dimic

I build growth systems for companies where brand and performance aren't enemies.

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Slovenia, CET

80,000+

students

\$10M+

revenue

200+

brands

1,500+

campaigns

46,000

summit registrations

EXPERIENCE

Procreate.courses (Freya Courses)

2024 - Present

Head of Growth

Scaling digital art education. 80,000+ students. \$10M+ revenue. Built email marketing system (Klaviyo), rebuilt landing pages achieving 40%+ conversion, implemented full analytics layer. Managed marketing operations, technical implementation, and business analytics.

Email Marketing, Klaviyo, Webflow, Analytics, CRO, Conversion Optimization

EPIDEMIC

2022 - 2024

Head of Growth

Influencer marketing at scale. 200+ brands including Samsung, P&G, L'Oreal, Heineken, Nike. 1,500+ campaigns. 171M+ total reach. 16,000+ creator collaborations. Built demand generation engine and brand partnership frameworks.

Influencer Marketing, Demand Gen, Brand Partnerships, Scale

Synthesia

2022

Product Marketing Manager

AI video startup. \$60M+ funded. Enterprise clients: Reuters, Nike, BBC, Amazon. Positioned AI video as useful, not gimmicky. GTM strategy for enterprise segment.

Product Marketing, AI/ML, GTM Strategy, B2B SaaS

Hisense Europe

2020 - 2022

Product Marketing Manager

Consumer electronics brand marketing at European scale. Multi-market campaigns across CEE. Learned that large organizations move slowly, but when they execute well, the reach is enormous.

Brand Marketing, Consumer Electronics, Multi-Market

EDUCATION

University of Ljubljana

2012 - 2018

Faculty of Social Sciences

SELECTED PROJECTS

Digital Art Summit

 Operations & Growth

46,000 registrations. \$300K+ revenue. 19,274 hours watched. 180+ countries. 8.8/10 rating.

Avalan

 Co-founder

SaaS platform. Idea to 15K ARR in month one. 6 of 9 top Slovenian agencies as clients.

Worthly

 Founder

Free portraits, 100% to charity. 12 months of proof. Now building the platform.

HOW I WORK

Every project follows the same structure. Whether scaling an education brand to \$10M or positioning an AI startup for enterprise, the process is the same. Only the inputs change.

01 Diagnosis

Market research (qual + quant), JTBD interviews, competitor analysis, brand diagnosis, product research, segmentation with actionable variables.

02 Strategy

Brand codes, positioning and targeting, messaging architecture, financial GTM inputs, go-to-market strategy, objectives tied to business goals.

03 Execution

Growth marketing, integrated communications, user acquisition (paid/organic/partnerships), retention, pricing, distribution, tracking architecture.

04 Optimization

Performance analysis, A/B testing and CRO, team alignment workshops, iterate back to phase 1 with better data.

WHAT I BELIEVE

"Strategy is a set of choices about what you won't do" Rumelt, Lafley & Martin

"Most purchases start in memory, not Google" Romaniuk, Sharp

"Grow by reaching more people, not by deepening loyalty" Sharp, Ehrenberg-Bass

"The long and the short of it" Binet & Field, IPA Databank

"Diagnosis before prescription" Ritson, Rumelt

"If your marketing sounds like marketing, you've already lost"

BOOKSHELF

How Brands Grow (Sharp) · The Long and the Short of It (Binet & Field) · How Brands Grow Part 2 (Romaniuk) · Thinking, Fast and Slow (Kahneman) · Good Strategy Bad Strategy (Rumelt) · Playing to Win (Lafley & Martin) · Building Distinctive Brand Assets (Romaniuk) · Four Thousand Weeks (Burkeman) · Measure What Matters (Doerr)

BEYOND WORK

Creator of The Realmatic Project: two albums of Celtic folk and cinematic rock inspired by Brandon Sanderson's fantasy novels. Published photographer (Cosmopolitan, Grazia, Elle). Currently: being a dad, mountain biking, archery (barely hitting the target), and gardening three apple trees that are marginally surviving.

WHAT I GOT WRONG

- ~ Tried to be a new dad and a professional at 100% simultaneously. Now I plan for 70% capacity.
- ~ Spent three months perfecting a launch that should have shipped in three weeks. Done beats perfect.
- ~ Built systems only I could run. Learned that delegation means letting go of the how, not just the what.
- ~ Sent a test email to 32,000 subscribers. The open rate was 47%. Our best that quarter.