

# Dejan Gajsek

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**Summary:** Innovative and energetic marketing professional in the Virtual Reality industry with experience in product launches, systematic growth models, email marketing, copywriting, optimizing marketing channels and managing a marketing team. Recognized as a creative problem-solver and driven networker. Having worked in start-ups, Dejan is comfortable with ambiguity and is resourceful in high-pressure situations.

**Featured in:** UploadVR, AVInteractive, VR Related, Geekwire, Virtual Reality Observer, VR Focus, Journalism360

## **Growth & Marketing Manager**

**November 2015 – Current**

VIAR Inc., Seattle, WA

- Acquired 13 journalistic universities in the USA through a cold email process, with a 23% success rate, to test-drive the product.
- Directed weekly marketing and sales meetings and presented data reporting to the executive team.
- Grew an list of early testers for Viar360 VR publishing platform in first 10 weeks to 500 subscribers without a marketing budget.
- Achieved \$100,000 sales goal for ViarBox in Q1 2017 and branded VR cardboard with testing new marketing channels.
- Leveraged automation marketing tools to accelerate user growth by 5% weekly and increased efficiency across marketing.
- Managed paid SEM and SEO through optimized content that brought 82% more unique page views to the website in 6 months.
- Defined and delivered acceptance criteria for version one virtual reality platform with a group of 11 beta testers.
- Analyzed Quora to determine the success rate of becoming a niche influencer and secured a top 20 writer position on the topic of Virtual Reality within two weeks.
- Wrote articles, including a guest blog post that received 120,000 views within 48 hours, and drove 60% of email subscribers.
- Created and manage all social media channels including a Facebook Group which organically grew to 4744 fans.

## **Brand Manager**

**April 2015 – January 2016**

Entrepreneur, Slovenia

- Developed a social media strategy playbook for a Slovenian Startup Community in Maribor, which later became one of the most acknowledged start-up communities in the country through that Playbook.
- Conducted competitor research and wrote company brand stories that were used for marketing messaging and positioning.
- Managed all social media channels including Facebook, Instagram, Twitter and LinkedIn to raise brand awareness.

## **Social Media Manager and Strategist**

**December 2014 – April 2015**

Entrepreneur, Calgary, AB

- Developed and executed a 6-month project plan and social media strategy for the Facebook fan page using Facebook Insights, Google Analytics.
- Built brand exposure by 420% in less than 6 months for the local Modal House Builder.
- Optimized social media content using HootSuite and Buffer and reduced time for managing social media by 80%.

## **Awards**

- VIAR – Startup of the Year 2017 Award
- [Geekwire Top 200](#) Start-up of Pacific Northwest

## **Volunteer**

- VR Hackathon, Seattle VR Hackathon and AT&T Hackathon
- Seattle VR Meetup, SIXR Cinematic VR Challenge

**EDUCATION: BA**, University of Maribor, Maribor, Slovenia

Major: Media Communication

Coursework included: Strategic Communication, Communication Design, Visual Psychology and Typography

**Graduated:** March 2012