

MYHAJLO TODUROV

Digital Marketing & Communications Lead | Digital Channels, UX & Data-Driven Growth

CONTACT

Ljubljana, Slovenia
myhajlo@todurov.si
+386 (0) 51 803 608
linkedin.com/in/mytodurov

CORE COMPETENCIES

- Digital channels & digital marketing
- Analytics & data-driven decision-making
- UX & digital user-journey optimization
- Bridging marketing, sales, product & CRM
- Media relations & PR
- Team & project leadership through launch
- Advanced use of AI tools in marketing

LANGUAGES

Slovenian — native

Russian — fluent

English — fluent

EDUCATION

Economic Technician (ISCED 5)

Completed qualification

Faculty of Economics, UL

Studies (not completed) · until 2007

SUMMARY

Digital marketing lead with 18+ years of experience at the intersection of editorial, digital marketing and the financial industry. As editor-in-chief and marketing lead, I spent 13 years building and running the entire marketing and content system of Vzajemci.com, the region's leading financial portal, and wrote 1,500+ expert articles. At Nekster Finance, I currently lead digital campaigns and communications and track their performance. I'm looking for a role where I can apply my experience with digital channels, UX and data-driven decision-making to the development of digital banking services.

KEY ACHIEVEMENTS

- ★ **13 years leading Vzajemci.com** – built and ran the entire marketing system of the region's leading financial portal from the ground up; authored 1,500+ expert articles.
- ★ **Faster user-to-customer conversion** – optimized user journeys and content strategy to shorten the path from visitor to customer.
- ★ **Finančni dnevi conference, Cankarjev dom (2023)** – led the organization of a two-day event and a website relaunch with a redesigned UX.
- ★ **Knowledge-sharing with colleagues and the public** – regularly trained teams and spoke at panel discussions and webinars on finance and marketing.
- ★ **End-to-end project leadership** – independently set up and led digital projects through the full cycle, from concept to launch.

WORK EXPERIENCE

Head of Marketing and Communications

Nekster Finance d.o.o.

- Designing and running digital marketing and communication campaigns and tracking their performance.
- Collaborating with product, sales and development teams to improve digital services.
- Leading digital communications, PR activities and media relations.

Head of Sales

Smart Money Solutions d.o.o.

- Designed and executed sales and marketing strategies; led and trained a team of advisors.
- Prepared promotional materials and worked with partners on business expansion.

Editor-in-Chief and Head of Digital Marketing

Vzajemci Skupina d.o.o. (also Chair of the Investment Committee from Jul. 2015)

- Built and led the marketing and communications system of Vzajemci.com and set content strategy from the ground up.
- Led the relaunch of the web platform and digital projects, managing development teams, engineers and designers.
- Developed the user experience (UX), managed media relations and produced PR content.
- As Chair of the Investment Committee (2015–2021), led a team of analysts in investment management.

Business Editor (concurrent role)

Revija Kapital

- Developed editorial strategy, managed content, and organized panel discussions and webinars on finance.