

Damjan Dimic

I see the problem. I build the solution. I own the result.

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PROFILE

Growth operator with full-stack scope: strategy, execution, and build. Currently Head of Growth at Freya Courses — P&L responsible for a 13-person team, \$10M+ revenue business. Launched a net-new subscription product from zero to \$220K ARR in under six months. Previously co-founded Avalan (SaaS, 6 of 9 top Slovenian agencies as clients in month one), led growth at Synthesia (AI video, enterprise GTM) and EPIDEMIC (influencer marketing infrastructure, 200+ brand partnerships). Built and shipped a live iOS app solo in 25 days using AI-native tools. No ghost strategies — every project ends with something that exists and works.

EXPERIENCE

Freya Courses (Procreate.courses)

2024 – Present

Head of Growth

P&L responsible for marketing, product, and revenue strategy across a 13-person team inside a \$10M+ digital education business.

- Identified recurring revenue gap in a catalogue-only business. Designed, priced, and launched a subscription product from scratch — \$220K ARR in under six months with 1,384 active subscribers
- Rebuilt core landing pages — conversion rate lifted to 40%+
- Built the full email marketing system from zero: pre-purchase nurture, post-purchase onboarding, retention, and renewal flows (Klaviyo)
- Implemented full analytics layer: subscription tracking, MRR/ARR reporting, funnel attribution, churn signals
- Led product strategy for Mira Draw — mobile-first iOS drawing app built and shipped in 25 days using Claude Code, Supabase, and Bunny

Stack: Klaviyo · FunnelKit · Webflow · WooCommerce · Supabase · Make.com · Looker Studio

EPIDEMIC

2022 – 2024

Head of Growth

Built the internal infrastructure that tracked campaigns, verified audiences, and measured reach across 200+ brand partnerships. The insight from building that system was what made Avalan possible.

- Ran growth and client strategy across 1,500+ influencer campaigns for brands including Samsung, P&G, L'Oreal, Heineken
- Built campaign tracking and audience verification tooling — later spun out as Avalan
- 171M+ total reach across managed campaigns

Stack: Influencer Marketing · Demand Gen · Brand Partnerships · Campaign Analytics

Synthesia

2022

Product Marketing Manager

AI video startup (\$60M+ funded). Enterprise clients: Reuters, Nike, BBC, Amazon.

- Identified that enterprise procurement teams were using G2 and Trustpilot reviews as validation signals before signing
- Built the systematic review capture program — tripled review volume in one quarter, directly supporting enterprise pipeline closure
- Owned GTM strategy and positioning for the enterprise segment in a category that didn't yet have established buying behaviour

Stack: Product Marketing · GTM Strategy · B2B SaaS · AI/ML · Enterprise Sales Enablement

Hisense Europe

2020 – 2022

Product Marketing Manager (MDA)

Consumer electronics brand marketing at European scale. Multi-market campaigns across CEE.

- Managed product marketing for the major domestic appliances portfolio across multiple European markets
- Learned how large organisations move at scale — and the structural reasons execution slows as organisations grow

Stack: Brand Marketing · Consumer Electronics · Multi-Market Campaigns · Product Launches

SELECTED PROJECTS

Freya's Digital Art Academy — Subscription Product

Subscription Strategy & Growth

\$220K ARR in under six months. 1,384 active subscribers. Designed the product, pricing architecture, landing page, checkout flows, and email lifecycle from scratch. freya.courses/digital-art-academy

Digital Art Summit

Operations & Growth

46,000 registrations. \$300K+ revenue. 19,274 hours watched. 180+ countries. 8.8/10 rating. Built and ran end-to-end: landing pages (60%+ checkout conversion), email sequences (70% of all registrations), WhatsApp automation (85%+ open rates), speaker recruitment (30+ international artists).

Avalan

Co-founder

SaaS influencer marketing platform. €15K ARR in month one. Signed 6 of 9 top Slovenian marketing agencies to annual contracts before having a marketing budget. 80M+ profiles in discovery database. Clients: L'Occitane, Philips, Publicis Groupe. avalan.io

Mira Draw — iOS App

Founder & Builder

Built and shipped a live iOS drawing app solo in 25 days. No developer hired. Full stack: Claude Code + Supabase + Bunny + Klaviyo. Navigated three Apple rejections and shipped anyway. Live on App Store, May 2026.

SKILLS

Growth: Go-to-market strategy · Subscription revenue · Pricing research · Funnel design · Performance marketing · SEO · CRO

Product: Product-led growth · Mobile app development (AI-native) · Landing page optimisation · Checkout flow design

Data: Analytics architecture · MRR/ARR tracking · Funnel attribution · A/B testing · Looker Studio

Leadership: P&L ownership · Cross-functional team leadership · Brand strategy · Copywriting

Tools: Klaviyo · FunnelKit · Webflow · WooCommerce · Supabase · Make.com · Claude Code · Cursor

EDUCATION

University of Ljubljana — Faculty of Social Sciences

2012 – 2015

WHAT I GOT WRONG

The wins are easy to show. These taught me more.

- Planned becoming a new dad like a project — timelines, contingencies. Then the baby arrived and every plan evaporated. Now I plan for 70% capacity and use the margin for surprises.
- Spent three months perfecting a launch that should have shipped in three weeks. A competitor launched something 60% as good and captured the audience. Done beats perfect.
- Built systems only I could run. Thought I was being thorough. I was being a bottleneck. Delegation isn't about finding someone who does it your way — it's about finding someone who achieves the outcome.

hi.damjandimic.com · Built with care, coffee, and a refusal to use the word 'synergy.'