



Monika Hordov

Date of birth: 13/09/1991 | **Nationality:** Croatian | **Phone number:** (+385) 989753220 (Mobile) |

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Address: Vjenceslava Novaka 1, 23000, Zadar, Croatia (Home)

WORK EXPERIENCE

UNIVERSITY OF ZADAR, DEPARTMENT OF ECONOMICS – ZADAR, CROATIA

UNIVERSITY TEACHING ASSISTANT – 01/09/2023 – CURRENT

Teaching-related responsibilities

Assist the professor,

Lecturer and teacher of the specific course

In charge of in the preparation of lectures and of exams, grading papers and exams

Administration

Projects

Marketing

UNIVERSITY OF ZADAR, DEPARTMENT OF ECONOMICS – ZADAR, CROATIA

UNIVERSITY TEACHING ASSISTANT, TITLE ASSISTANT – 01/03/2019 – CURRENT

- Assist the professor
- Preparation of lectures and of exams, grading papers and exams
- Teaching-related responsibilities

MIDAS NETWORK D.O.O. – ZADAR, CROATIA

SENIOR INTERNET MARKETING SPECIALIST – 01/07/2021 – 01/09/2023

- Develop marketing strategies and plans by detailing cost and resources needed
- Develop pricing strategies
- Raise awareness on products and companies among targeted customers
- Statistical analysis (Google Analytics)
- Campaign optimization

GENERAL HOSPITAL ZADAR – ZADAR, CROATIA

ACCOUNTANT, INTERN – 2017 – 2018

- Analyse financial statements, budgets, financial reports, and business plan
- Audit financial data, prepare tax returns and provide other tax-related advice in reference to current legislation

EDUCATION AND TRAINING

2011 – 2017 Zadar, Croatia

MASTER OF ECONOMICS University of Zadar, Department of economics

Website <https://ekonomija.unizd.hr/>

2022 – CURRENT Dubrovnik, Croatia

PHD POSTGRADUATE UNIVERSITY DOCTORAL PROGRAMME BUSINESS ECONOMICS IN DIGITAL ENVIRONMENT IN DUBROVNIK

Website <https://www.unidu.hr/business-economics-in-digital-environment-postgraduate/>

LANGUAGE SKILLS

Mother tongue(s): **CROATIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	C1	C1	C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

SKILLS

Microsoft Office | Microsoft Excel | Microsoft Powerpoint | Microsoft Word | Outlook | Google Analytics | econometric software packages (Matlab, Stata, EViews) | understand spoken English | Zoom | Google Docs | Google Drive | assist students in their learning | Instagram | LinkedIn | Facebook | Social Media |  EU Affairs – Marketing & advertising, business development | Digital Marketing, | plan social media marketing campaigns

PUBLICATIONS

2025
[Digital transformation as a function of rural tourism strategic development in the Republic of Croatia](#)

Vrdoljak Raguž, Ivona; Hordov, Monika; Rajko, Mladen Digital transformation as a function of rural tourism strategic development in the Republic of Croatia // Ekonomski vjesnik, 38 (2025), 1; 153-168.

Authors: Vrdoljak Raguž, Ivona; Hordov, Monika; Rajko, Mladen | **Journal Name:** Ekonomski vjesnik | **Volume, Issue and Pages:** 38 (2025), 1; 153-168.

2025
[The Influence of Immigration and Foreign Workers on Croatia’s Employment Market](#)

Rajko, Rajko, Mladen; Zdrilić, Ivica; Hordov, Monika The Influence of Immigration and Foreign Workers on Croatia’s Employment Market // World, 6 (2025), 2; 1-22.

Authors: Rajko, Mladen; Zdrilić, Ivica; Hordov, Monika | **Journal Name:** World | **Volume, Issue and Pages:** 6 (2025), 2; 1-22.

2024
[ISTRAŽIVANJE KOMPLEMENTARNOSTI MARKETINGA SADRŽAJA I STORYTELLINGA – VIŠEDIMENZIONALNI KONCEPTUALNI MODEL](#)

Write here the description...

Hordov, Monika; Krajnović, Aleksandra; Krešić, Vlatka ISTRAŽIVANJE KOMPLEMENTARNOSTI MARKETINGA SADRŽAJA I STORYTELLINGA – VIŠEDIMENZIONALNI KONCEPTUALNI MODEL 9th International Conference CRODMA:Varaždin: Crodma; foi,, 2024. str. 341-353

Authors: Hordov, Monika; Krajnović, Aleksandra; Krešić, Vlatka | **Journal Name:** 9th International Scientific Conference CRODMA 2024 | **Volume, Issue and Pages:** 9th International Scientific Conference CRODMA | **Publisher:** Academy of Sciences and Arts; University of Zagreb Faculty of Organization and Informatics

2024
[The voice search optimization as a new strategy of digital marketing in retail](#)

Hordov, Monika; Stanković, Marino; Pušić, Ana The voice search optimization as a new strategy of digital marketing in retail // Proceedings of the 13th International Scientific Symposium on RED ; efos, 2024. str. 353-375

Authors: Hordov, Monika; Stanković, Marino; Pušić | **Journal Name:** 13th International Scientific Symposium on RED | **Volume, Issue and Pages:** RED 2024

DRIVING LICENCE

Driving Licence: B