



Alen Ajanović

**Copywriter, lecturer, computer scientist
and content lead**

MSc in Computer Science

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Analytical, creative and curious – three words that describe my character. At my core is an insatiable drive to learn and create. I put people first, which is why I'm driven to create content and solutions that genuinely enrich our lives.

copywriting lectures and workshops teaching content strategy GEO / AI visibility project management
filming and editing social media programming analytics basic UX web content editing

Experience

2025–present

Web editor, Renderspace

- Led content renewals of nlbskladi.si, nlbrealestate.si, and NLB Brand Center (1,000+ content pages).
- Olympic.si: supporting role in the migration, now content lead. Technical documentation writing, client workshops and content writing/migration
- Writing and entering 2000+ pages of content for Kontron, nlb.me, nlb.mk, urogenital.eu, nlb-kos.com and other.

2023–2025

Copywriter, PIKA. Digital

- 1,000+ ads (Meta, Google) and 200+ emails for 20+ companies across industries.
- Script, presenting, filming and editing of social media videos (100k+ views).

2017–2023

Teacher, Elektrotehniško-računalniška strokovna šola in gimnazija Ljubljana

- Built the timetable for the whole school.
- 7+ computing subjects, mainly web application development, multimedia and technical communication.

Other experience and projects

- Designed a computing course · Chamber of Commerce and Industry of Slovenia, 2019
- Faculty presentations · FRI UL, 2019
- Tutoring · GO TEL d.o.o., 2015
- Author, ROSUS paper ("Comparing performance of biometric models trained on different groups with Bayesian statistics") · 2019
- Co-author, Digital Scholarly Editions as Interfaces symposium · 2016

Skills

- programming and high technological literacy
- excellent spoken and written communication
- highly organised
- analytical by nature
- a creative at heart who wants to share his ideas with the world

Education

MSc in Computer and Information Science

Faculty of Computer and Information Science, University of Ljubljana, 2017–2021

Master's thesis "Algorithmic menu planning" (2021)

BSc in Computer and Information Science

Faculty of Computer and Information Science, University of Ljubljana, 2013–2017

Computer technician

Vegova Ljubljana, 2009–2013

Languages

Slovenian – excellent

English – excellent

Bosnian – intermediate

Selected projects

Lecture on AI visibility for the Slovenian Marketing Association

4.67/5 average rating (n = 70) **100** attendees

Three hour lecture about how AI assistants capture and present information about companies with a practical guide on how to measure and improve it.

Article: ChatGPT najraje dopustuje na Japonskem (in Slovenian) ↗

My direct conversion ads

1,000+ ads (Meta, Google)

20+ companies across industries

From short humorous ads to long-form copy that sells a story. I wrote for energy, education, cosmetics, publishing and digital marketing.

Presentation videos

2nd place Websi 2026 for the olympic.si renewal

At Renderspace I wrote and led the presentation video for the olympic.si renewal, edited the video for the Pametni Kranj planner app, and filmed and produced the video for the KR peš s kolesom activation.

ASPO and HEPY

Apps for sexually-transmitted disease self-assessment and information, built with the UL Faculty of Medicine.

ASPO ↗

Digital skills

Content and marketing

Payload, Adobe Experience Manager, WordPress, Umbraco, GEO (AI visibility), Meta and Google Ads, GA4, GTM, CookieYes, developing a tone of voice and documentation writing

AI and organisation

ChatGPT, Midjourney, Notion, Obsidian, Todoist, Google Workspace, MS Office

Other

touch typing 130+ WPM

Besedko

5,000+ unique users **OTP** prize game with Pristop

I built a Slovenian version of Wordle for fun. Once it took off, the Pristop agency asked to use it in an online sweepstakes with OTP bank (bivši NKBM).

View ↗

TikTok videos: script, presenting and editing

100k+ views in total

At PIKA. Digital I wrote, presented and edited short videos for TikTok and other social media.

Renderspace social media

+300 new LinkedIn followers

+100 new Instagram followers

Content and posts for LinkedIn and Instagram.

View ↗

Own projects

539k YouTube views **16,500** watch hours

I run a YouTube channel (programming, gaming, video essays) on my own, from idea to edit. I also build tools for better work: Found the problem!, a writing assistant and Focus Pocus for increased focus and better productivity.

Found the problem! ↗

Video and photo

Adobe CC, DaVinci Resolve, darktable

Programming

Claude Code, Python (pandas, numpy, scikit-learn), JavaScript, HTML, CSS, C, Java, MySQL, Matlab, R, Visual Studio Code, PyCharm