

MIRAN HORVAT

Digital Marketing Strategist · Paid Media · **AI-Augmented Execution**

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I help growth-stage brands and agencies scale paid media ROI using AI-augmented execution. Founder of Lampo Inspire — a boutique digital marketing agency — with 5+ years running full-funnel campaigns across Google Ads, Meta, and TikTok for 10+ simultaneous clients in automotive, hospitality, F&B, B2B services, online education, and DTC e-commerce. I operate at the intersection of data-driven strategy and AI tooling: cutting creative production time by 60%, compressing brief-to-launch from 5 days to 1.5 days, and delivering double-digit ROAS improvements across every major vertical.

34%

AVG. CPA REDUCTION

47%

MORE LEADS YOY

8.4%

CTR VS 3.2% AVG

60%

FASTER CREATIVE

3x

SOCIAL GROWTH / 4MO

EXPERIENCE

Founder & Lead Digital Strategist · Lampo Inspire

2020 – Present

Boutique digital marketing agency. Sole strategist managing full-funnel campaigns across paid media, content, and AI-driven creative for 10+ active clients simultaneously.

PAID MEDIA & PERFORMANCE

- Managed Google Ads + Meta Ads for two automotive dealerships (Atenza, AC DUO) — reduced cost-per-lead by **34%** and increased qualified enquiries by **47% YoY** through audience layering and ad rotation strategy.
- Ran Google Ads accounts for B2B service clients (Apollo Clean, HRT Šarić): full account audits, GA4 + GTM conversion architecture from scratch, resulting in **22% lower CPA** and **18% more monthly leads** within 60 days.
- Multi-year Google Ads partnership for KSJNS cultural festival — consistently delivered sold-out attendance with **8.4% avg. CTR** vs. 3.2% sector benchmark.

SOCIAL MEDIA & CONTENT

- Grew Instagram engagement **3x** for F&B clients (Rulla Street Food, Quart Caffe) in 4 months via AI-assisted content calendars, short-form video production, and storytelling-led caption strategy.
- Developed UGC-style ad creatives using Midjourney + OpusClip, cutting creative production time by **60%** while maintaining brand quality standards.
- Produced all digital and offline creative assets for automotive clients, achieving brand consistency that lifted showroom walk-ins attributed to digital campaigns by **~28%** over 6 months.

AI-AUGMENTED AGENCY OPERATIONS

- Integrated AI toolstack across agency workflow, reducing average campaign brief-to-launch from **5 days to 1.5 days** using Claude for strategy, Midjourney for visuals, and n8n for automated reporting pipelines.
- Built custom AI prompt frameworks for ad copywriting, audience persona generation, and competitor analysis — standardised as SOPs reused across all client accounts.
- Launched productized AI Readiness Audit for US online universities (DEAC/ABHE/TRACS accredited) — flat \$2,500 fee, 5-day delivery, 15-page report + Loom walkthrough.

CORE SKILLS

Paid Media

Google Ads (Search, Display, Video, PMax), Meta Ads, TikTok Ads, Bing Ads

Analytics

Google Analytics 4, Google Tag Manager, Looker Studio, conversion tracking, Conversion API

AI Tools

Claude, ChatGPT-4o, Midjourney, DALL-E 3, Runway ML, ElevenLabs, HeyGen, OpusClip

Automation

n8n, Make (Integromat), Zapier, automated reporting pipelines

Content & Copy

Direct-response copywriting, UGC direction, sales psychology, storytelling

SEO & Web

On-page SEO, landing page CRO, web design, email marketing (Brevo/Mailchimp)

Creative

Video editing, photo editing, brand identity, Canva, Adobe Suite, CapCut AI

Strategy

Funnel architecture, market research, competitor analysis, campaign briefs

CERTIFICATIONS & LANGUAGES

Google Ads (Google Skillshop)

Search · Display · Video (YouTube) · Shopping & Performance Max · Apps · Measurement

Meta Blueprint

Meta Certified Media Buying Professional

Languages

Croatian (fluent · native) · English (fluent · professional) · Greek (conversational)

Availability

Open to contract engagements · Remote-first · US & EU time zones · References on request