



# Enxhi Gorishti

## Project Management & Business Development

First and foremost, I love to dig into customer problems and solve them with innovative solutions. It brings such a genuine joy to my heart to explore new perspectives on challenges and come up with solutions, which ultimately make other people's lives simpler and better. My professional journey has enabled me to explore various business aspects, including: project management, business development, digital marketing and financial services.

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## PROFESSIONAL SKILLS

**Management**  
Business Development, Market Research, Competition Benchmarking, Meeting Facilitation, Agile Management, Scrum

**Marketing**  
Social Media Marketing, Digital Marketing, Campaign Management, Content Creation & Story Telling

**Financial Accounting**  
Cost Analysis, Cost Reduction, Risk Management, Financial Management

**Tools & Technologies**  
MS Office Suite, Camtasia, Adobe Photoshop, Adobe Illustrator

## SOFT SKILLS

Communication & Interpersonal

Collaboration

## WORK EXPERIENCE

### International Product & Sales Manager Westwing – Full-Time

10/2021 – Present

Munich, Germany

#### Achievements

- Planned and designed of attractive eCommerce offers
- Customer-oriented compilation of club campaigns with private label brand and topics including assortment and product selection
- Independent price optimization at product level in terms of sales, margin and conversion
- Analysed and monitored of the success of past club campaigns and identified potential for future improvements
- Market and competition analyzes to derive product improvements and ideas

Website: <https://bit.ly/3DGp9ay>

### Global Business Development Aftersales Carl Zeiss AG – Internship

03/2020 – 02/2021

Munich, Germany

#### Achievements

- Coordinated and aligned the global aftersales incentive scheme strategy
- Conducted market research to identify new market opportunities, customer needs and competition evaluation, focused on DACH, EMEA and APAC regions
- Planned and prepared digital marketing campaigns, including: presentations, virtual trade fairs and various marketing initiatives
- Managed internal and external communication channels, and advertised new product developments
- Customized product solutions and packages to increase customer satisfaction and added value

Website: <https://bit.ly/3caoMY8>

### Hotel Assistant Manager Tirana Apartments – Full-Time

07/2018 – 09/2019

Tirane, Albania

#### Achievements

- Managed hotel staff scheduling, to ensure high quality service and guest needs fulfilment
- Directly contributed and focused on property awareness to increase Tirana Apartments overall rating on booking platforms from 4.2 to 4.6
- Implemented a management / guest lobby engagement project
- Managed digital marketing tools (e.g. online hotel website, social media)
- Participated in hotel revenue management and sales strategies

Website: <https://bit.ly/3oheDyb>

## SOFT SKILLS

Integrity

Commitment

Active Listening

Negotiation & Persuasion

Goal Oriented

Open-mindedness

Organisation

Time Management

Problem-Solving

## LANGUAGES

Albanian  
*Native*

English  
*Fluent*

Italian  
*Fluent*

German  
*Business Proficient*

Spanish  
*Business Proficient*

Portuguese  
*Basic Knowledge*

## WORK EXPERIENCE

### Digital Marketing Manager Shega Trans sh.a – Internship

05/2016 – 10/2016

Tirane, Albania

#### Achievements

- Managed online marketing campaigns, as well as Social Media marketing
- Created brochures, presentations, PR, articles and newsletters
- Supported international marketing event planning and organizing for EMEA region
- Developed and monitored marketing campaign budgets

Website: <https://bit.ly/369X0ia>

### Scientific Conference Organizer International Conference Information Systems and Technology Innovations – Part-Time

04/2014 – 06/2016

Tirane, Albania

#### Achievements

- Developed and executed detailed conference event plans, working in partnership with third-party event designers
- Coordinated event preparations with the organizing staff, vendors and stakeholders
- Organized post-event activities: producing press releases, distributing further documents to participants, and analysing feedback from conference speakers and participants
- Tracked key event metric and identified ways to improve for upcoming conferences

Website: <https://bit.ly/3qLuQgH>

### Financial Accountant Ministry of Justice of Albania – Internship

02/2016 – 03/2016

Tirane, Albania

#### Achievements

- Assisted with research, filing, data entry, recording and maintaining accurate and complete financial records
- Prepared financial reports, such as balance sheets and income statements, invoices, and other financial documents
- Provided financial advice by studying operational issues, applying financial principles and practices
- Learned how to work as part of the Accounting team to compile and analyze data, track information, and support the institution, as well as third party stakeholders

Website: <https://bit.ly/3qQ5zlk>

### Assistant Project Manager Albanian Regulatory Authority of the Water Supply and Waste Water Disposal – Internship

09/2014 – 11/2015

Tirane, Albania

#### Achievements

- Contributed to the planning and development of the Clean Drinking Water project for Tirana County
- Organized cross-functional activities to ensure that the project was completed within schedule and budget
- Provided administrative clerical support to relieve the managing staff of administrative details
- Coordinated the administrative aspects of the project (e.g. overview of current projects, project plans, resource planning, meeting minutes)

Website: <https://bit.ly/39eU552>

## WORK EXPERIENCE

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### Financial Accountant

#### TISPARK Albania – Internship

03/2015 – 05/2015

Tirane, Albania

##### Achievements

- Maintained financial records and ensured the integrity and accuracy in the financial database, and performed appropriate research for same
- Developed and evaluated all financial reports on monthly basis
- Managed and developed web pages for fund raising, and uploaded all required content on various e-commerce sites

Website: <https://bit.ly/3sSXQVy>

## VOLUNTEER EXPERIENCE

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### Blood Donation Campaign Organizer

#### Albanian Red Cross

03/2018 – 06/2018

Tirane, Albania

##### Achievements

- Maintained event schedules for active campaign sponsors to ensure the assigned goal is collected
- Organized and managed blood donation awareness events
- Built advertising plans through creativity and marketing tools to increase participation of blood donors

Website: <https://bit.ly/36cAKzD>

## EDUCATION

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### German Language Academy

#### DeutschAkademie München

11/2016 – 10/2017

Munich, Germany

##### Achieved German Language Level

- C1 (Common European Framework of Reference for Languages)

### Bachelor of Finance and Accounting

#### Faculty of Economy, University of Tirana

10/2013 – 10/2016

Tirane, Albania

##### Bachelor of Science Thesis

- "Audit of the National Fair Center"

### High School

#### "Sami Frashëri" High School

09/2010 – 07/2013

Tirane, Albania