



Karlo Kopjar

MASTER STUDENT

PERSONAL INFORMATION

Gender: Male

Date of Birth: 29 December 1994

Nationality: Slovenian

EXECUTIVE SUMMARY

I am a student of every aspect of wine. With a strong interest in marketing, I want to create experiences for the greatest enjoyment of people.

CONTACT DETAILS

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PERSONAL SKILLS

- Fast learner
- Highly adaptable
- Good at finding most efficient ways of work
- Fluent in English, good comprehension of Italian, basic understanding of Spanish

WORK EXPERIENCE

Regional wine tourism marketing internship

Association of winemakers Graševina Croatica, Osijek (Croatia) / February 2021-June 2021

- Market research
- Communication with stakeholders
- Preparation of marketing strategy
- Consulting

Harvest internship

Luis Seabra Vinhos, Vila Seca de Poiares (Portugal) / August 2020-September 2020

- Grapes reception
- White and red grape vinification
- Fermentation control
- Cellar maintenance
- Wine tasting

Wine Business internship

Concealed Wines, Stockholm (Sweden) / October 2018-March 2019

- Development of start-up: winetourism.com
- Research of potential new suppliers
- Communication with suppliers
- Analytical research of product segments
- Excel, WordPress, Google Ad-Words and Analytics

Vineyard and wine cellar work

Weingut Carl Ehrhard, Rüdesheim (Germany) | September 2017-September 2018, April 2019-August 2019

- Maintenance of vineyards
- Bottling & labeling
- Harvest

- Presentation of wines

Other notable workplaces

Champagne Doyard, Vertus (France) / 2018

Bio Weingut Hamm & Gutsausschank, Oestrich-Winkel (Germany) / 2017

Winery Vinakoper, Koper (Slovenia) / 2016

LifeClass Hotels Portorož, Portorož (Slovenia) / 2010-2016

ACADEMIC PROFILE

Rovira i Virgili University (Spain), University of Bordeaux (France) & University of Porto (Portugal)

MS of Wine Tourism Innovation / ongoing

Geisenheim University (Germany)

BS of International Wine Business / July 2019

University of Nova Gorica (Slovenia)

BS of Viticulture and Enology / December 2018

Gymnasium Koper (Slovenia)

Art department -Music direction (saxophone) / July 2013