



# Stefaniya Tenekedjieva

## Digital Marketer

Fascinated by the power of communication and media. Quick learner. Endlessly curious and keen to know more.

✉ stefaniya.tenekedjieva@gmail.com

☎ Phone Number

## WORK EXPERIENCE

### Digital Marketer Laika

07/2019 – Present

Skopje, Macedonia

#### Achievements/Tasks

- content writing
- social media advertising
- lead generation
- conversion rate optimisation

### Project coordinator Radio MOF

12/2017 – 02/2019

Skopje, Macedonia

#### Achievements/Tasks

- Editing, writing, planning and reporting for the projects of radio mof
- Maintaining social media profiles, web content and statistics of www.radiomof.mk through Google Analytics
- Editing and proofreading of content on www.radiomof.mk

### Journalist Radio MOF

09/2015 – 12/2017

Skopje, Macedonia

#### Achievements/Tasks

- Content writing and reporting for Radio MOF
- Reports and articles for radio shows
- Hosting trainings for Civil and Digital Journalism

## EDUCATION

### Education Brainster Digital Marketing Academy

04/2019 – 09/2019

#### Courses

- Integrated Marketing Communication
- Unpaid & Paid Social Media
- Lead Generation
- Google Analytics
- Segmentation
- Funnel Marketing
- Sales
- Google Ads
- Growth Hacking
- SEO

## SKILLS

Google Ads

Facebook Ads Manager

Google Analytics

Google Data Studio

Wordpress

Canva

Adobe Premiere

Content Writing

## ACHIEVEMENTS

First Award for Professional reporting of the refugee crisis in 2017 by UNHCR and MYLA

Third award for Best journalistic story from the Macedonian Council of Ethics in Media

## LANGUAGES

English

Full Professional Proficiency