

## CONTACT

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📅 10/04/2001 Tiranë

## SKILLS

- Social media management
- Content Creator
- Microsoft Office
- Canva
- Adobe Photoshop
- Digital advertising
- Creativity and Problem-Solving

## EDUCATION

### Bachelor, Business Administration, Marketing

Tirana Business University

October 2019 – June 2022

### High School

Sami Frashëri, Tiranë

September 2016 – June 2019

## LANGUAGE

Albanian 

English 

Italian 

# KLEA ZIU

## MARKETING AND SOCIAL MEDIA MANAGER

Communicative, determined and creative. Practical knowledge on social media management and digital marketing. Motivated to learn, grow, and improve every day especially in business and marketing.

## EXPERIENCE

### Content Creator Social Media Manager, Freelance

In collaboration with a Psychologist.

February 2023- Present

- Manage and advertise social media account (instagram, facebook, tiktok).

### Marketing Manager and Content Creator at Moto Tirana Shpk

Distributor of Yamaha, BRP and Suzuki.

September 2022 - Present

- Conduct market research to identify customer trends, competitor offerings.
- Design layouts and videos for different products.
- Plan and execute ideas to reach the target audience through appropriate channels (social media, e-mail, etc.)
- Analyze marketing data (campaign results, conversion rates, etc.) to help shape future marketing strategies.

### Social Media Manager and Content Creator at Hajde App

Food Delivery Company in Tirana and Kosovo.

April 2022 - August 2022

- Created content using Canva for different products.
- Generated edited published and shared engaging content daily. (original text, photos, videos)
- Designed and delivered creative and engaging social media strategies.

### **Content Creator at TeamSpired**

April 2021 — December 2021

- Designed content like flyers, banners and catalogs based on client's requests using Adobe Photoshop.
- Advertised latest offers and trends.

### **Cashier at Spar Albania**

November 2020 — March 2021

- Receiving payments and keeping track of all cash and credit transactions.
- Resolving customer complaints, guiding and providing them relevant information.

## **INTERNSHIPS**

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### **Staff at Tirana Business University / Marketing Office**

February 2020 — May 2020

- Managing and developing marketing campaigns.
- Conducting promotional activities.
- Researching and analyzing data to identify and define the audience.