

# LJUPCHO NAUMOV

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## PERSONAL DATA

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DoB: 27<sup>th</sup> of January, 1995 in Skopje, Macedonia (23) | Pending Bulgarian (EU) Citizenship

## EDUCATION

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### Bocconi University

MSc in Economics and Management of Innovation and Technology GPA: 27/30

Milan, Italy  
September 2016 - December 2018

Coursework: Statistics for Economics and Business

Thesis: Indie Makers: Success Factors for Bootstrapped Software Businesses

ISU Scholarship

### WHU-Otto Beisheim School of Management

Exchange Program

Vallendar, Germany  
January 2018 - April 2018

Coursework: Predictive Analytics with R, Financial Modelling with Excel

### Bocconi University

BSc in International Economics, Management & Finance, Major in Finance GPA: 27.4/30

Milan, Italy  
September 2013 - September 2016

Thesis: "The Principal-Agent Problem in Actively Managed Mutual Funds"

ISU Scholarship

### NOVA International Schools

US High School Diploma GPA: 3.9/4

Skopje, Macedonia  
September 2009 - June 2013

Academic Scholarship | Advanced Placement: 7 subjects | SAT: 1410

## WORK EXPERIENCE

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Simple360.io

Cofounder & Marketing

Milan - Taipei  
October 2017 - May 2018

Noticed and executed on a B2B SaaS opportunity, a radically honest team feedback tool.

- Defined product strategy, 12 user interviews
- Optimized google adwords, achieved average CPC of 10 cents
- Automated LinkedIn outreach with a bot

Xandas New Media Ventures, angel fund focused on building ventures internally.

Business Analyst

Milan  
April 2017 - September 2017

Worked directly with Fabio Pezzotti and Guillaume Alabert, successful internet entrepreneurs. Main objective was developing Sharado.com, a new platform for sharing economy jobs. Reviewed also incoming business plans from Italian entrepreneurs.

- Temp job and blue collar job market analysis and product strategy
- Defined features to be built and managed communication with developers, tested their work
- User acquisition experiments with Facebook/Instagram ads, classifieds

Sparkasse Bank Macedonia, commercial bank with HQ in Graz, Austria.

Intern

Skopje  
June 2014 - August 2014

Rotated across Risk Management, Corporate Loan Management, and Central Branch.

- Excel data cleaning
- Analyzed financial statements for solvency and liquidity indicators
- Face-to-face client interaction at the central branch

## LANGUAGE SKILLS

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Macedonian - Native | English, Italian - Fluent | Serbian, Bulgarian - Working Proficiency | Spanish - Intermediate

## IT SKILLS

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Data Analytics: Excel (Proficient); SQL (Intermediate); R, SAS, SPSS (Comfortable).

Digital Marketing: Facebook Ads, Google Adwords, Email Outreach Campaigns

## EXTRACURRICULAR ACTIVITIES

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Tech@B: Bocconi student club promoting tech on campus, 4 year member, ex-Head of Events, ex-Head of TechedIn

Value Investing: Value Investing Seminar | Attended twice the international conference in Trani, Italy. July, 2016, 2017.

Part Time Work: Bocconi University Library, Tutoring (Micro, Macro, Financial Markets, Corporate Finance)