



# Martina Zareva

## Digital Marketing Strategy

[martina.zareva@gmail.com](mailto:martina.zareva@gmail.com)

+38972781862

Skopje, Macedonia

[linkedin.com/in/martinazareva](https://linkedin.com/in/martinazareva)

People-oriented, self-motivated, creative presenter with a keen interest in bold high-impact projects in Marketing and IT.

## EDUCATION

**Master of Information Science and Computer Engineering in the field of Information Technology Management**  
Faculty of Information Sciences and Computer Engineering - FINKI

2022 - Present

**B.SC. in Economics in the field of E-Business**  
Ss. Cyril and Methodius University of Skopje

2018 - 2022

Skopje, Macedonia

**B.SC. in World Economics and International Relations**

St. Petersburg State University

09/2015 - 12/2017

Saint Petersburg, Russia

## WORK EXPERIENCE

**Digital Marketing Specialist**  
Macedonia Export

08/2020 - Present

Skopje, Macedonia

*Digital Marketing Strategy and Branding*

- Creating an international digital marketing strategy for new brands from scratch, especially for the US and Europe markets ( No Bull... snacks; first biodegradable tights Four-Twenty-Two; Tip Of The Week interactive book)

**Digital Marketing Trainer for E-mail marketing**

Galeksia certified DMI courses

11/2022 - Present

**Assistant Supervisor for Manager RRP Deployment (Internship)**

Phillip Morris International

03/2017 - 04/2017

Saint Petersburg, Russia

*Analysis of RRP activities*

- Ensure deployment of all RRP activities related to consumer and customer activation in different channels

## ORGANIZATIONS

Youth for Exchange and Understanding (YEU) is an INGYO (02/2015 - 2021)

Doing the logistics for 7 events around Europe ( Ohrid, Brussels, Cyprus, Lithuania, Bulgaria) with around 50 people from Europe

## SKILLS

Social Media Management

Data Analytics

Adobe Illustrator & Photoshop

E-mail marketing

Marketing automation

Research & Strategy

Brand Strategy

Creative thinking

SQL

Professional Photography

CSS/HTML

Problem solving

Time Management

Predict Trends

Public Speaking

## CERTIFICATES

Digital Marketing Academy- Brainster  
(10/2018 - 03/2019)

## ACHIEVEMENTS

Semi finalist of the Global Management Challenge in Russia (11/2016 - 04/2017)

*Largest Strategy and Management Competition in the world. The Global Management Challenge consists of a Management Simulation in which each team runs a Company, with the objective of getting the highest investment performance*

Международный Молодежный Форум по устойчивому развитию (Sustainable development goals forum) MGIMO

*Speaker on Committee №3 Education, about Future Education with Digital Tools)*

FinHackathon2 (ФинХакатон2) (11/2019 - 11/2019)

*Together with McCann Skopje, we made a WINNING one-year Marketing strategy plan for MojDDV #MojNagrada. My contribution role was in writing digital strategy*

## LANGUAGES

English



Russian



French



## INTERESTS

swimming

photography

travelling

art & history

cooking

hiking