

# HRISTIJAN JOSIFOVSKI

## PROFILE

I am a psychologist that has experience in content writing but who is also interested in the Human Resources and Social Media Marketing field. My greatest strengths are communication, research, and analysis.

I found that interpersonal and social skills are of essential importance. Also, the ability to build relations in order to influence decisions for better results is of great significance.

I am beyond excited and ready to work with others to reach a common goal while motivating and assisting people to get to their full potential.

## CONTACT DETAILS



Date of birth: 10.05.1988



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[www.linkedin.com/in/hristijan-josifovski-9456473b/](https://www.linkedin.com/in/hristijan-josifovski-9456473b/)

## EMPLOYMENT HISTORY

### SEO CONTENT WRITER

**Career Karma | January 2022 - Now**

Writing SEO content for IT-related topics in Career Karma. Using ClickUp, Frase, and Grammarly tools.

### COPYWRITER

**Alphaluxy | December 2021 - February 2022**

Creating email copies, video ad script copies, Facebook ad copies, and product descriptions. Creating and setting up email marketing campaigns and flows in Klaviyo. Using Trello as a management tool.

### EDITOR

**Foxtail | June 2021 - December 2021**

Managing a team of content writers, creating writing guides, and optimizing workflow processes.

Editing content on the Foxtail website using WordPress - Yoast SEO Premium. Editing the SEO, Readability Analysis, Meta Data, and Slug. Using: Grammarly Premium, Quillbot, ContentRow, SurferSEO, Replug, and Active Campaign.

### COPYWRITER

**Email For Ecom | March 2021 - April 2021**

Creating copies for upselling, thank you, subscription, promotional, customer win-back, cart abandonment, and other email marketing campaigns. Working with Klaviyo and Click Up management tools.

### SEO CONTENT WRITER

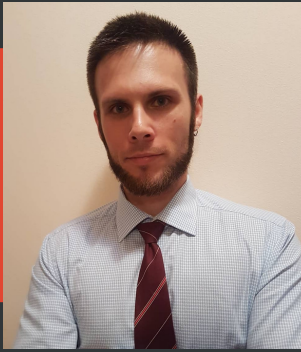
**NicheStack | November 2020 - February 2021**

Following an SEO format and writing SEO content for stat pages, best pages, and review articles.

### PR ASSISTANT

**Pikasa Strategic Insight | April 2020 - July 2020**

Developing and maintaining communication with high-end clients. Working on the Pikasa, Temi mk, Instant mk, data science platforms. Researching certain media topics and tracking media coverage.



# HRISTIJAN JOSIFOVSKI

## INTERESTS AND SKILLS

- Communication
- Research
- Analysis

## SERVICES

- Content Writing
- Copywriting
- HR Consulting
- Email Marketing
- Digital Marketing

## AREAS OF EXPERTISE

- Psychology
- Human Resources
- Public Relations
- Social Media Marketing

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## EMPLOYMENT HISTORY

### JOURNALIST

**Nova Makedonija | April 2018 - April 2020**

**(References available upon request)**

Writing articles about local news in Skopje and black chronicle in the daily press. Also, writing articles about technology and the automotive industry.

Later on, I wrote content via WordPress for the Nova Makedonija website and managed the Nova Makedonija Facebook page, mainly using Facebook's Publishing tools and Creator studio.

### HR ASSISTANT

**Link Plus It | October 2017 - March 2018**

Full cycle recruitment: screening, selection, and interviewing of candidates. Creation of web developer database and making connections with web developers via Linked In.

Participation in job fairs, technology, and Agile methodology events. Involved in HR processes like onboarding and team-building processes.

### ADMINISTRATOR

**Delovno infomativni Sistemi | December 2016 - July 2017**

Archiving documents and document management systematization: inventorying, organizing, classifying documents, data entry, and managing the depot. Search and submit documents, both physically, and digitally to clients. Technical and customer support for troubleshooting clients and the platform.

### SURVEY RESEARCHER

**Ipsos | September 2016**

Ipsos is an agency for market research on public opinion and pooling. Worked on a project exploring the consumption of tobacco products. I gather data using a specialized questionnaire to certain urban neighborhoods.

### JOURNALIST/ COORDINATOR

**Model TV | July 2015 - November 2015**

Drafting and conducting interviews with public figures and figures from show business. Writing fashion articles in WordPress, promoting the company, and coordinating a team for events. Making cooperation agreements with fashion houses and designers.



# HRISTIJAN JOSIFOVSKI

## TOOLS

- Microsoft Office Tools
- G-Suite
- Frase
- Grammarly
- Trello
- ClickUp
- WordPress
- Quillbot
- Klaviyo
- Active Campaign

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## EDUCATION HISTORY

FACULTY OF LAW- JUSTINIANUS PRIMUS, SKOPJE

**Public Relations | Master of Science**

October 2017 - February 2019

SS. CYRIL AND METHODIUS UNIVERSITY, SKOPJE

**Psychology | Bachelor of Science**

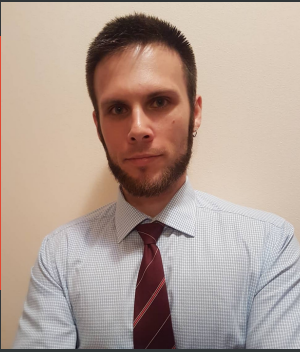
September 2007 - January 2016

### INTERNSHIP

**PZU Medica Vera, Skopje | March 2011 - May 2011**

Gained practical experience in clinical psychology, testing and assessment on clinical subjects .

NIKOLA KAREV HIGH SCHOOL, SKOPJE



# HRISTIJAN JOSIFOVSKI

## LANGUAGES

Macedonian



English



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## COURSES AND CERTIFICATE

### THE FUNDAMENTALS OF DIGITAL MARKETING

Google | January 2021 Credential ID

Credential ID: RH8 MME KHC

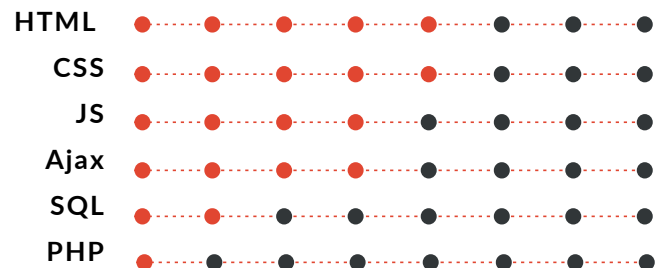
Credential URL:

<https://learndigital.withgoogle.com/digitalgarage/validate-certificate-code>

### FULL STACK ACADEMY

Code Academy, Skopje | October 2018 - July 2019

This is a fast paced course which enrolls participants for fullstack development. HTML, CSS, Javascript, PHP, Ajax and SQL,



### WORKSHOP

Justinianus Primus, Skopje | October 2018

Media workshop enabled by the Swedish Embassy in Skopje, led by Mrs. Kersti Forsberg from Fojo Media Institute.

Sweden Theme - Impact of digitization on the media landscape.

Topics of interest: Who is a journalist; Journalism vs information; Hate speech and threats; Disinformation; Fake news and propaganda.