

Personal Information

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LINKEDIN	mk.linkedin.com/in/cengizkamili
NATIONALITY	Macedonian
DATE OF BIRTH	17.10.1993
GENDER	Male



Summary

- Experienced in Management:
Managing a company's overall operations. This may include delegating and directing agendas, driving profitability, managing company organizational structure, strategy, and communicating with the board B2B & B2C organizations focused in technology / software, manufacturing / industrial, and business services.
- Experience in Digital Marketing:
 - * Generate leads and sales through search engines and social media platforms across the market
 - * Build brand awareness and establish important business relationships
 - * Drive traffic growth and visibility for priority keywords and themes their target audiences search for online.
 - * Defend their online brand against the competition in search engines and social media platforms
 - * Become more proficient with search and social through consistent communication and education on strategies and tactics utilized
 - * Actively using Photoshop and Canva in design.



Work Experience

DATES	July 2022 - Present
POSITION	Social Media Marketing Specialist
RESPONSIBILITIES	<p>Performing Platforms:</p> <p>Facebook, Twitter - Primary Platforms</p> <p>Instagram, Google, LinkedIn, Pinterest (with infographics), Email marketing (Mailchimp), Reddit and other forums- Secondary additional platforms</p> <p>Target parameters:</p> <p>Demographics (Based on Google Analytics of web page)</p> <p>Interests (Based on the topic that is being sponsored)</p> <p>Behaviours (Based on relevant audience search)</p> <p>Location (Based on Google Analytics of web page)</p> <p>Facebook Initial Stage Strategy:</p> <p>Improving Facebook page according to companies credentials</p> <p>Defining weekly content in order to start circulating content.</p> <p>Posting articles directly via a links, via creative posts, announcement posts, Videos and shared contents</p> <p>Use of Facebook Groups to promote articles and content organically and create a relevant list of all groups</p> <p>Launching paid ads on Facebook and A/B Testing (i.e. changing variables in ads in order to find out which ones are performing the best)</p> <p>Using and researching relevant Hashtags for better visibility</p> <p>Weekly reviews of accomplished results and expectation settings</p> <p>Twitter Initial Stage Strategy:</p> <p>Improving Twitter page according to companies credentials</p> <p>Searching and listing relevant competitors and influencers who are actively promoting articles</p> <p>Lookup of people who are engaging with competitors' tweets (via likes, comments, or retweets) and following them</p>



	<p>Engaging with influencers in their posts via the comment section for visibility</p> <p>Creating and updating weekly pins of top-read news</p> <p>Research relevant primary hashtags for new tweets</p> <p>Use mentions increasing visibility on Twitter posts</p> <p>Promotion companies services</p> <p>Using Twitter for professionals for Paid Ads</p> <p>Website Traffic Initial Stage Strategy:</p> <p>Researching keywords that are primarily associated with Company Page</p> <p>Using Google Ads to promote a website on the Google Search Engine</p> <p>Using forums where people discuss certain topics to engage readers into clicking on the website</p>
EMPLOYER / ADDRESS	MediaTech Support working for UK based Client
TYPE OF BUSINESS	Services and support to the news media industry
DATES	April 2022 - Present
POSITION	Administration & HR
RESPONSIBILITIES	<ul style="list-style-type: none">-Preparing, organizing, and storing information in paper and digital form.-Dealing with queries by email.-Updating computer records using Google Drive.-Registration and deregistration of employment from the Employment Services Agency.-Responsible for maintaining employee HR files and ensuring timely and accurate documentation processing.-Driving continuous improvement and looking for opportunities for standardization, simplification, and automation of the processes.-Answer frequently asked questions from employees about standard policies, benefits, and hiring processes.-Maintaining office systems-Liaising with staff in finance departments.-Working Hybrid.
EMPLOYER / ADDRESS	Gostivar Industrial Zone
TYPE OF BUSINESS	GRP composites industry that exports products to the Swiss and German Markets.



DATES	April 2021 - April 2022
POSITION	Sales Manager
RESPONSIBILITIES	<p>Responsible for Corporate and Travel Agent Room Sales for the hotel</p> <p>Clear understanding of the hotels business strategies then set goals and to determine action plans to meet those goals</p> <p>Update action plans and financial objectives quarterly</p> <p>Identify new markets and business opportunities and increase sales</p> <p>Represent Hotels in various events and exhibition</p> <p>Implements all sales action plans related to market areas as outlined in the marketing plan</p> <p>Conducts daily sales calls and arrange site inspections</p> <p>Able to provide quick and timely responses, immediate communication to the properties, develop professional long-term business relationships</p> <p>Provide the highest quality of service to the customer at all times</p> <p>Participates in sales calls to acquire new business and/or close on business</p> <p>Executes and supports the operational aspects of business booked (e.g. generating proposals, tenders, writing contract, customer correspondence).</p> <p>Able to support hotels service and relationship strategy, driving customer loyalty by delivering service excellence throughout each customer experience</p> <p>Work closely with General Director to ensure proposed rate negotiations meet the financial needs of the hotel</p> <p>Develop strong relationships with front office team to ensure working in unity and always striving to achieve the same goals</p> <p>Assess additional training needs based on data gathered and interaction team</p> <p>Attending all department and hotel meetings as necessary</p> <p>Targeting key accounts potential for the company</p> <p>Builds and strengthens relationships with existing and new customers to enable future bookings.</p> <p>Activities include sales calls, entertainment, trips, trade shows, etc.</p>



Develops relationships within community to strengthen and expand customer base for sales opportunities
Manages and develops relationships with key internal and external stakeholders.
Acquiring and developing new business accounts and preparing sales proposals for clients

EMPLOYER / ADDRESS Radika Resort, v.Leunovo, Mavrovo & Rostushe
TYPE OF BUSINESS Hotel / 5* Mountain Resort

DATES November 2020 - April 2021
POSITION Administration and Marketing Assistant
RESPONSIBILITIES Keep employee records (physical and digital)
Maintain a filing system for data on customers and external partners
Distribute incoming and outgoing mail
Update office policies and ensure compliance with them
To interview and recommend to the president personnel for hire.
Create and maintain filing and other office systems
Maintains accurate records for employee holiday request, application & logout
Manages outgoing post and records data on special deliveries
Coordinate office procedures
May take care of website functions and social media profiles
Designing and creating digital and physical posters/ flyers for marketing
Possibly maintaining the company social media accounts
Write and edit content for different platforms such as social media and website

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DATES	March 2019 - March 2020
POSITION	Marketing Manager
RESPONSIBILITIES	Creating promotional information to drive business Coordinating multiple channels of marketing strategies Managing budgets for marketing campaigns Testing new marketing opportunities Building relationships with media outlets Directing social media strategies Evaluating performances of marketing campaigns Troubleshooting marketing campaigns that are not performing well Monitoring and improving SEO Coming up with new ways to promote new products Creating and Designing new digital and physical contents for marketing Creating content for WTM 2019 and attend WTM on London together with Ministry of Economy
EMPLOYER / ADDRESS	Camellia Travel & Tour Operator, Skopje
TYPE OF BUSINESS	Tour Operator
DATES	November 2017 - January 2019
POSITION	Web Developer
RESPONSIBILITIES	Developing and Designing materials for clients for specific purpose
EMPLOYER / ADDRESS	Self Employed, Gostivar
TYPE OF BUSINESS	Designing & Developing Marketing Materials
DATES	June 2017 - October 2017
POSITION	Marketing Representative Agent
RESPONSIBILITIES	Focused to company benefits of an overall holistic approach to driving customers to targets via online platforms.
EMPLOYER / ADDRESS	Tima, Jeddah - Kingdom of Saudi Arabia
TYPE OF BUSINESS	Digital Marketing Agency

DATES	May 2014 - September 2014
POSITION	Grill Operator
RESPONSIBILITIES	Focusing to achieve daily goals
EMPLOYER / ADDRESS	Wendy's, S.Yarmouth Cape Code, Massachusetts, USA
TYPE OF BUSINESS	International fast food restaurant chain

DATES	November 2013 - January 2014
POSITION	Web Master
RESPONSIBILITIES	Planing site design by clarifying goals Designing functionality Develops site content and graphics by coordinating with copywriters and graphic artists Designing images, icons, banners, audio enhancements, etc. Upgrades site by updating content and graphics Monitoring performance and results Identifying and evaluating improvement options Introducing new technology and maintaining links
EMPLOYER / ADDRESS	Bridge Technology, Tetovo
TYPE OF BUSINESS	Information Technology & Service

Education and Training

DATES	2012 - 2016
DEPARTMENT	Faculty of Contemporary Social Science
INSTITUTION	South East European University

DATES	2008 - 2012
DEPARTMENT	Economy College
INSTITUTION	Economy College Gostivar

Skills and Competences

LANGUAGE SPOKEN	English, Macedonian, Turkish, Albanian
SOCIAL SKILLS AND COMPETENCES	Highly adaptable, mobile, positive, patient, risk-taker who is open to new ideas.
ORGANISATIONAL SKILLS AND COMPETENCES	<p>Excellent Organisational and Analytical Skills.</p> <p>Adapting in flexible team player who thrives in environments requiring ability to effectively prioritise and juggle multiple concurrent projects.</p> <p>Goal-driven leader who maintains a productive climate and confidently motivates, mobilises and coaches employees to meet high performance standards.</p> <p>Resourceful team player who excels at building trusting relationships with customers and colleagues.</p>
COMPUTER SKILLS AND COMPETENCES	Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Adobe Spark, Canva & various mobile applications for graphics, Microsoft Office, iWork and iMovie
ADDITIONAL INFORMATION	Certificated by code.org for The Hour of Code and understanding of the basic concepts of Computer Science