



Sashko Predarski

Digital Marketer

It's all about practice, challenging yourself, learning new things and getting better.

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📍 Skopje, Macedonia

EDUCATION

Digital Marketing Academy Brainster

10/2019 - 03/2020

Skopje, Macedonia

Courses

- Integrated Marketing Communication
- Lead Generation
- Google Ads
- Google Analytics
- Unpaid and paid Social Media
- Funnel Marketing
- Content Marketing
- SEO

Faculty of Philosophy University "St. Kiril and Metodij"

10/2003 - 12/2007

Skopje, Macedonia

Courses

- Sociology

WORK EXPERIENCE

PPC Specialist (part time)

Trison Tarps Inc [↗](#)

08/2020 - Present

Canada

Achievements/Tasks

- Developing Digital Marketing Strategy
- Keyword and Product research
- Creating and Optimizing Google Ads

Front Office Representative Hotel Russia & Spa

09/2014 - Present

Skopje, Macedonia

Achievements/Tasks

- Organizing the overall guest accommodation
- Making offers for accommodation
- Sales and up sales

Waiter

Royal Caribbean International [↗](#)

12/2010 - 08/2014

Miami, USA

Achievements/Tasks

- Provide attentive and personalized service to ensure that guest requests are fulfilled promptly
- Fill knowledge of all menus presented to guests in order to answer the guest questions

Professor of Sociology High school "Aco Ruskovski"

01/2009 - 09/2009

Berovo, Macedonia

Achievements/Tasks

- Teaching Sociology
- Organizing events with NGO - Youth Educational Forum

SKILLS

Social Media Marketing

Facebook Ads Manager

Content Marketing

Digital Marketing Strategy

Google Ads

Social Media Advertising

Google Analytics

WordPress

SEO

Canva

VOLUNTEER EXPERIENCE

Social Media Advertising-Nest Home (home decor shop)
(10/2019 - 01/2020) [↗](#)

- creating, managing and optimizing Facebook and Instagram ads

CERTIFICATES

Facebook Ads for E-Commerce (06/2020 - Present) [↗](#)
Udemy.com

The Complete Digital Marketing Course 12 Courses in 1
(04/2020 - Present) [↗](#)
Udemy.com

Google Analytics (04/2020 - 04/2023) [↗](#)
Google Analytics Academy

Social Media Certified (02/2020 - 05/2022) [↗](#)
HubSpot Academy

Google Search Ads Certified (02/2020 - 02/2021) [↗](#)
Google Skill shop

The Fundamentals of Digital Marketing
(02/2020 - Present) [↗](#)
Google Digital Garage

LANGUAGES

English

Professional Working Proficiency

INTERESTS

Travel

Running

Psychology

Reading