



# Aleksandar Stojkovski

Digital Marketing Specialist

✉ astojkovski0@gmail.com    📞 +389(0)75 735-677    📍 Klanica 10, 7000 Bitola

## Education

Diploma of Education, Computer and Information Sciences and Support Services	Present
Faculty of Information and Communication Technologies	
Certificate of Completion B2B Copy Crafting	Feb 2023
BizzBee Solutions; cert_d1k72w6g	
Certificate of Completion B2B Ideal Client Profiling	Feb 2023
BizzBee Solutions; cert_4vdcqlm6	
Certificate of Completion B2B Database Creatin	Feb 2023
BizzBee Solutions; cert_2sn1mjkm	
Certificate of Completion B2B Outreach Execution	Feb 2023
BizzBee Solutions; cert_y8hbnskz	
Certificate of Completion B2B Nurture and Response Handling	Feb 2023
BizzBee Solutions; cert_rvgxc8kj	
Certificate of Completion B2B Outreach Campaign Optimisation	Feb 2023
BizzBee Solutions	
WordPress: SEO - LinkedIn	Present
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Certificate of Completion WordPress: SEO; Software Testing Foundations: Bug Writing and Management	Feb 2023
LinkedIn; AYFj3se5fA3GSpgQfpANWS_QkbPM	

## Employment

Digital Marketing Specialist	Feb 2023 - Present
BizzBee Solutions	
In this role I got introduced to the B2B world for the first time. Regardless of what Google may say, writing copy and writing content are totally different things and there is a huge gap between them. Coming from a world where all I had to is write SEO-friendly articles and blogposts, to now talking to decision makers and writing	

## Personal details

Date of birth	December 9, 1995
Place of birth	Bitola
Gender	Male
Civil status	Living together
LinkedIn	linkedin.com/in/aleksandar-stojkovski-a6787a182

## Skills

Information and Communication Technologies	<div></div>
Copycrafting	<div></div>
Content writing	<div></div>
Digital Marketing	<div></div>
Marketing Campaigns	<div></div>
Thorough Research	<div></div>
Search Engine Optimization (SEO)	<div></div>
Multi-Tasking	<div></div>
Email Marketing	<div></div>

outreach messages was a definitely hard transition. However, I realized that everyone eager to learn and improve in the Digital Marketing landscape has also been through the same journey. As a Specialists my job is to:

- \*Write engaging copy for social media posts
- \*Compose outreach messages
- \*Email marketing
- \*Do some occasional Canva magic
- \*Create a Social Media Calendar every month
- \*Write SEO-friendly blog posts
- \*Newsletters
- \*Case Studies
- \*Start and run Google Ads Campaigns
- \*Conversion tracking
- \*Google Analytics

### Content Writer

Dec 2021 - Feb 2023

CLICKVISION Digital

Being in an "I need to find myself" sort of life period, this job truly discovered my capabilities and made me boost my creativity. I think of myself as the opposite of a tea drinker that sits in a chair for 8 straight hours, but somehow this job made it easy. I work and focus on my tasks while listening to podcasts or music that inspire me to actually be a content writer and explain the things that are scattered all over the internet clearly so people can decide better on their purchase, regardless of the product. Without being too self-conscious, I stand behind every word that I write and always try to push the boundaries a little more by implementing my own personal interests into every article.

### Graphic Designer

Jan 2010 - Feb 2023

Fiverr

As a high-schooler, I needed to help my family and earn a small income. I made T-shirt designs for people, vector logos, banners, and overall helped them have a unique piece of clothing. Fiverr was a great starting point that taught me to prioritize, communicate with people around the world, and develop a work ethic that I later on implemented in every single project that came my way. I familiarized myself with Photoshop and Gimp along the way and polished my skills every chance that I got.

### Customer Service Representative

Aug 2021 - Dec 2021

Taskforce

This experience has taught me a lot. As a customer care representative, I worked for the largest and most challenging client, with more than 30 pediatricians and 62 clinics across the country. I was always on the line helping people make an appointment with their chosen doctor or get a prescription filled. I learned what it is like to work in a hybrid workplace. I can honestly say that my planning, adapting, and problem solving skills got quite and improvement. The multi-tasking part is something that I could always do so the company helped me polish it and become a more fluent and confident talker. I never shy away from a conversation which allowed me to show my skills to the people who are or will be providing my income. The job was demanding, but nothing that I couldn't handle. The deal breaker was the working hours. I had to work from 5 pm until 1 am, which prevented me from spending quality time with the family.

Database Creation

Adaptability

Keen Eye For Detail

Conversion Tracking

Google Ads and Google Analytics

Communications

Organization Skills

Problem-Solving

Optimistic

Social Media Marketing

Customer Support

Outreach Sequences

Project Management

Audience Segmentation

Creativity

Pay-Per-Click Advertising (PPC)

Conversion Rate Optimization (CRO)

Digital Advertising Strategy

Manual Software Testing

## Social Media Designer

Oct 2020 - Dec 2021

Itcoderz Aleksandar Stojkovski

Despite the fact everyone is on social media, only a small percentage of the population uses it as a source of income. I have always had a love-hate relationship with social media, but I can definitely make a product more appealing or, in this case, promote the products truthfully and exactly like they are. I read a quote that inspired me to mix marketing and social media platforms to acquire some extra cash and work as a social media manager as a side hustle. There are two forms of content that receive attention on social media, educational content and entertaining content. Using that advice, I eliminated everything in between and used my Photoshop, Illustrator, Gimp, Excel, and WordPress skills to dab my pinky into a whole different career path.

## Content Creator

Jan 2016 - Nov 2021

Pickatale

Before Covid 19, working from home was a rare privilege that, even for one second, I did not take for granted. Despite working as a freelancer, I got my hands on many projects for many years. So far, Pickatale has been work-wise, the most important experience. I learned the fundamentals of time management, problem-solving, planning, multitasking, and much more. Along the way, I learned basic Swedish, Norwegian, and Danish. As the most optimistic person in any room that I enter, I took great pleasure in offering kids a new and innovative way to read books and learn new words. I was a content creator and a translator. Also, I edited audio tracks, which is very important because I was able to learn and understand the narrative much better.

## Photographer

Jun 2020 - Aug 2020

Jazz Factory Festival

Aleksandar Stojkovski - page 3 As a musician on stage, I always wanted a nice picture after every gig to put in my memorabilia. Unfortunately, most of the time, my friends, who, by the way, always had a table in the front row, did not have attention to detail that I had and would take just a couple of photos in which my face would have been blurry. After analyzing every photo, I realized that I had the ability and desire to grab a camera and take pictures of other musicians. I am glad to say that Saso Popovski is a dear friend of mine who allowed me to be a part of his Jazz Factory Festival and show off my skills. Afterward, Vasil Hadzimanov liked my photos so much that he used them for his upcoming tour banner.

## Languages

English

Danish

Norwegian

Swedish

## Hobbies

■ Guitar playing

■ Training