

DARKO TODOROVSKI

• MARKETING, MEDIA AND DIGITAL SERVICES



PROFILE

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Experienced marketing manager with extensive experience building, maintaining and running successful digital marketing campaigns. Great at creating and implementing client-centered, successful campaigns, aimed at improving brand awareness and presence. Adept in monitoring and reporting marketing objectives, to maintain necessary internal communication within the company.

TEHNOLOGIES

- Meta Business Suite
- Google tools
- CRM systems
- Sales Navigator analysis
- Hubspot
- Wordpress
- Kernel and Cam350
- Apollo
- Genesys

EDUCATION

BUSINESS ACADEMY SMILEVSKI SKOPJE, MACEDONIA

- OPERATIONS MANAGER AND MARKETING

EMUC KOLE NEDELKOVSKI VELES, MACEDONIA

- ELECTRO TECHNICIAN - ELECTRONICS AND INFORMATICS (PHARE PROGRAM - USA)

EXPERIENCE

HEAD OF MARKETING

TECHUP TECHNOLOGY PARK

2021 - ongoing

- Creating campaigns for the company and the company projects. Shaping the brand awareness. Monitoring and reporting results.
- Creating new product and service strategies
- Creating content management system
- Social media management and advertising
- Planning marketing events and operations

DIGITAL MARKETING MANAGER

INTERNATIONAL MARKETING AGENCY

2017 - 2020

- Managing several client accounts, research prospecting and analysis for their campaigns.
- Creating lead generation strategies and content sequencing for their targeting, scheduling meetings in their behalf.
- Weekly calls to develop the campaigns together and constant interactive contacts.

FOUNDER AND OPERATIONS MANAGER

VOXPOPARTS NET LABEL

2008 - 2017

- Publishing, distribution, strategies for promoting copyrighted music and art on a global scale, networking and collaboration with all major music digital platforms
- Independent digital distribution for artist, music labels and projects
- Event organization, promotion and audio and visual stage creative concepts
- Original merchandise placement and drop-shipping