

# RESUME

## MIRJANA BUBEVSKA



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## EDUCATION

**Oct 2008- Jun 2012**

**UKIM - Faculty of Fine Arts**

Pedagogical Department, Painting

**High school diploma Sep 2004 - May 2008**

SOU Taki Daskalo- Bitola, N. Macedonia

## CERTIFICATES

- IELTS - Academic Level 2012
- Certificate Content
- Marketing Foundations
- Social Media Marketing Campaign Foundations
- Lead Generation
- Foundations Marketing
- Branding on Social Media
- Adobe XD UI/UX Design by Course Central, issued September 2021
- Graphic Design- Monday Learning 2022

## SUMMARY

Experienced Sales and Marketing professional with a passion for the arts and a successful track record in both the sales and arts industries. I've been using my sales and marketing skills to help businesses grow. Working with teams to manage their budgets, developing revenue goals, motivating teams, and implementing persuasive lead generation strategies are all part of my experience. I specialize in advising start-ups on sales strategy and branding or marketing by using storytelling techniques.

## WORK EXPERIENCE

### Account Executive

**UXtweak** 2022 February-July

- UXtweak is all-in-one tool kit for website optimization and testing
- For this company I am in charge for daily lead generation and research of potential prospects on several platforms
- Do daily outreach to qualified leads
- Email and LinkedIn campaigns
- Do Twitter outreach campaigns
- CRM organization
- Reach weekly/monthly targets by booking demo calls with prospects
- Introduce clients to the upper management team that does the demo calls and presentation

### Business Development Manager & Content Creator

**Rix Ventures** 2021 Sept-Feb 2022

- Rix Venture is a venture building company.
- I was creating their website and content that the website has
- Writing articles for the blog on the website
- Wrote and created a Business Development Plan
- Created a Manual Guide for the new Sales employees
- In charge for the Sales and Lead Generation
- Managing and creating content for their LinkedIn Page
- Managing the Blog

### Business Development Manager

**Taskforce BPO** 2016-2019

- Managed different Social Media Marketing campaigns for several of our clients (mostly dental clinics and urgent care clinics)
- Managed the lead generation & brought more clients using LinkedIn & other tools.
- Worked in the insurance and advertising division of the company & connected the company to five big insurance companies from the USA, which resulted in the growth and expansion of the company on the market.
- Researched and identified new business opportunities - including new markets, growth areas, trends, customers, partnerships, products, and services
- Discussed promotional strategy and activities with the marketing department.
- Carried out sales forecasts and analysis & presented findings to senior management/the board of directors.
- Defined market strategies for expanding business globally by understanding and developing specific sector strategies for individual international markets.

# LANGUAGES

- Macedonian- native tongue
- English- Academic level
- Serbian- Fluent
- Bulgarian- Basic knowledge
- Slovak- Basic knowledge

# SKILLS

- Punctual
- Leadership
- Negotiation
- Video Editing
- Decision Making
- Lead Generation
- Adobe Illustrator
- Adobe Photoshop
- Customer Service
- Sales & Marketing
- Interpersonal skills
- Organizational skills
- Project Management
- Marketing Strategies
- Communication skills
- Customer acquisition
- Commercial Awareness
- Understand Web-based
- Marketing
- Determining Marketing
- Objectives
- Good teamworking skills
- Adaptability & Flexibility
- Product Planning & Market
- research
- Proficient in MS Office
- Deep knowledge of all social
- media platforms (Facebook,
- Twitter, Instagram, Pinterest,
- YouTube, Google + ) & social
- media tools ( Google Office,
- Hubspot, Buffer, Crello,

## Video Content Manager

**Rumble.com** 2015-Sep-Dec.

- Managed video content & negotiated pricing & terms of collaboration with users.
- Evaluated and measured content from the web that can drive traffic and engagement that translates to sales.
- Researched and contributed to the overall content strategy to include all platforms.
- Liaised and collaborated with all departments to ensure that content objectives and standards are reached.
- Managed the curation of video content across all platforms, ensuring it reaches the target audience via the most applicable delivery method.
- Managed the video team to ensure all shoots & edits are resourced to requirements.
- Measured the results of marketing activity to inform future marketing campaigns.
- Had a good understanding of which platform different kinds of content are best suited to & Implemented SEO best practices.
- Designed and implemented creative marketing strategies to disseminate content.

## Customer Care Representative

**AT&T Bratislava** Feb 2020- Nov 2021.

- Handle customer service calls ranging from billing and payments to plan changes and upgrades.
- Handle customer complaints, provide appropriate solutions and alternatives within the time limits; follow up to ensure resolution.
- Keep records of customer interactions, process accounts & file documents.
- Provide accurate, valid, and complete information by using the right methods/tools
- Keep records of customer interactions and transactions.
- Communicate and coordinate effectively with internal departments.
- Provide customers with information on any open orders and invoices.
- Build sustainable relationships and trust with customer accounts through open and interactive communication.

## Call Center Agent

**Rochtime International** 2014- Jan-March

- A short but beneficial experience that provided me with knowledge in sales and marketing.
- Obtained and evaluated all relevant data to handle complaints and inquiries.
- Reached out to business people and companies around Europe, asking for investments and fulfilling surveys.

## Freelance Artist and Graphic Designer

Since 2012- till present

- Global and National designer working with a diverse clientele.
- Produce smart, high-quality graphic designs, 3D environments and assets, animation, camera fly-through, motion graphics, concept design, set design, corporate identity, and client relationship management.
- Collaborate with clientele and vendors to tell their story through high-quality imagery and design, delivering on time and within budget.
- Create illustrations for children's books.
- Design book covers, custom-made paintings, and many other art projects