

Contact

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www.linkedin.com/in/hristina-efinska (LinkedIn)

Top Skills

Sales Management

Sales Coaching

Team Motivation

Languages

Macedonian (Native or Bilingual)

English (Full Professional)

Albanian (Limited Working)

Serbian (Limited Working)

Certifications

Facebook Ads

Sales Enablement Certification

Marketing Your Professional Service

Hristina Efinska

Marketing Specialist at Cosmic Development
Skopje

Summary

Experienced Digital Marketing Specialist with a demonstrated history of working in the information technology and services industry. Skilled in Social Media Advertising, Marketing Strategy Planning, Team Management, and Project Management.

Experience

Cosmic Development

Marketing Specialist

September 2019 - Present (2 years 6 months)

Skopje

- Designing digital media campaigns aligned with business goals
- Coordinating the creation of digital content (website, blogs, ebooks, and webinars)
- Establishing the company's web presence to boost brand awareness
- Maintaining a strong online company voice through social media
- Liaising with Marketing, Sales, and Product Development teams to ensure brand consistency
- Monitoring ROI and KPIs

Vrootok

Digital Marketing Assistant

February 2018 - September 2019 (1 year 8 months)

Skopje, Macedonia

- Analyzed digital data to draw key recommendations around marketing campaign optimization
- Conducted social media audits to ensure best practices were being used
- Maintained a digital dashboard of several different accounts
- Coordinated with Product Development teams
- Monitored KPIs to track the success

ATU Duty Free

7 years 6 months

Internal trainer

February 2017 - December 2017 (11 months)

Doing trainings in small-group interactive internal sessions, where employees learn about sales, and company's internal processes and culture.

Translating and creating training materials on a given subject.

Shift Leader

March 2012 - January 2017 (4 years 11 months)

Supervised exceptional team of sales assistants, while providing analysis and evaluations about their performance.

Analyzed sales by category and time periods.

Sales Assistant

July 2010 - March 2012 (1 year 9 months)

Education

Ss. Cyril and Methodius University

Translation and Interpretation of Albanian Language · (2006 - 2010)

Brainster

Digital Marketing · (2017 - 2018)