



# ALEKSANDAR TASEVSKI

SOCIAL MEDIA MANAGER, VIDEO CONTENT SPECIALIST



Prohor Pčinjski 35, Bitola, 7000, North  
Macedonia



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## ABOUT ME

An open-minded, self motivated professional with 1.5+ years of experience in managing different social media platforms. Experienced in interacting with clients, tracking analytics and promoting products. Strong knowledge of Google tools and social media platforms such as Facebook, Instagram, Youtube, Dailymotion. Managed to expand Everest Shoes online by building successful social strategies that resulted in increasing their sales by 15%.

## LINKS

**LinkedIn:**  
<https://www.linkedin.com/in/tasevski/aleksandar/>

## LANGUAGES

MACEDONIAN

ENGLISH

SERBIAN

GERMAN

SPANISH

## WORK EXPERIENCE

### EVEREST SHOES

Bitola  
May 2020 - Dec 2021

#### Social Media Marketing Manager

- Expanded the business online, created and provided content, including logo, images and text posts on social media (Facebook);
- Promoted products, including ads promotions that resulted in increasing the sales by 15%;
- Monitored social analysis, kept track of insights, built successful social strategies, targeting specific group of customers, suitable for the business;
- Interacted with customers and dealt with customer's requirements.

Jul 2011 - Feb 2013

#### Video Creator

- Gained a lot of knowledge about video platforms (Youtube, Dailymotion etc.);
- Created and published custom made videos on various video platforms;
- Gained an advanced knowledge of Youtube's Terms of Service.

## EDUCATION

Skopje  
Sep 2015 - Present

#### Faculty of Computer Science and Engineering - Skopje

Bitola  
Sep 2011 - May 2015

#### High School „Josip Broz Tito“ - Btiola

## SKILLS

YOUTUBE, DAILYMOTION, VIMEO

VERBAL AND WRITTEN COMMUNICATION

GOOGLE ANALYTICS, DOCS, SHEETS

FLEXIBILITY/ADAPTABILITY

FACEBOOK, INSTAGRAM, PINTEREST, TIKTOK

TEAMWORK

PHOTOSHOP

PROBLEM-SOLVING

SOCIAL MEDIA ADVERTISING

CREATIVITY