

Anastasija Ilova

Digital Creative Marketing Strategist

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SUMMARY

I'm a skilled creative adept at producing impactful visuals and innovative digital strategies. With a proven track record in conceiving eye-catching designs, executing dynamic digital campaigns, and staying ahead of industry trends, I thrive in delivering results that resonate.

My passion for creating compelling content and my ability to navigate the ever-evolving digital landscape set me apart. Ready to bring my expertise to drive your brand's success.

EXPERIENCE

Digital Creative Marketing Strategist

at **Total Media Production** 📅 06/2022 - Present 📍 Skopje, Macedonia

- Responsible for conceiving, designing, and producing innovative print and digital artwork, including logos, ads, brochures, and websites.
- Create compelling graphics and layouts tailored for websites, social media platforms, and print materials.
- Create compelling graphics and layouts tailored for websites, social media platforms, and print materials.
- Edit and enhance photographs for seamless integration into graphics.
- Proficiently design and implement WordPress websites.

Marketing Specialist

at **Sigmoid Group** 📅 09/2021 - 05/2022 📍 Skopje, Macedonia

- Strategize and implement comprehensive digital marketing initiatives encompassing SEO/SEM, marketing database management, email outreach, social media presence, and display advertising campaigns.
- Employ market research to discern trends, uncover novel prospects, and enhance campaign effectiveness.
- Develop captivating digital content that heightens customer interaction and elevates the online brand presence.
- Recognize trends and valuable insights to optimize expenditure and performance, leveraging data-driven approaches.
- Remain current with emerging trends and technologies within the digital marketing landscape.

Digital Marketing Intern

at **Axapta Masters** 📅 06/2021 - 09/2021 📍 Skopje, Macedonia

- Managed all social media platforms including Instagram, Facebook, and LinkedIn. Created daily content for each platform.
- Created analytics reports highlighting the most important information from marketing research to present to clients.
- Created contents for the company's blog and website.

EDUCATION

Bachelor of Marketing in Economics

Ss. Cyril and Methodius University, Faculty of Economics

📍 Skopje

PROFESSIONAL SKILLS

Professional Skills

Adobe Creative Suite WordPress
Mailchimp SEO Canva Google Ads
Facebook Ads

Soft Skills

Effective communication Teamwork
Problem-solving Creativity Work ethic
Open-mindedness Growth mindset

LANGUAGES

English ●●●●●
German ●●●●●

TRAINING / COURSES

Fundamentals of digital marketing

Google Digital Garage


Digital Marketing Certification

HubSpot Academy

Youth pass - Youth Exchange

Erasmus+

FIND ME ONLINE

 **LinkedIn**
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