



Monika Zdraveska

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EDUCATION

Bachelor Studies - E-business, Faculty of Economics, UKIM

Subjects: Digital Marketing, Databases for business, Basics of Marketing etc.

WORK EXPERIENCE

Marketing & Research Internship - Qpick

03.-06.2022

- Conducted extensive market research, analyzed current trends and reports, and leveraged insights to inform business strategy and drive growth
- Designed and produced visually stunning marketing materials using Photoshop, such as flyers, blog posts, and social media content, resulting in increased engagement and brand awareness
- Effectively managed and organized large sets of data using Google Drive, ensuring data accuracy and accessibility for the team
- Utilized the Django CMS platform to streamline data management processes, resulting in increased efficiency and productivity
- Authored high-quality content for the company blog, consistently exceeding performance metrics and driving website traffic
- Successfully generated and managed leads using Pipedrive, resulting in a significant increase in customer acquisition and revenue growth

Digital Marketing Intern - Axeltra Nearshore Software Outsourcing

02.-05.2023

- Facilitated the accurate and timely entry of data into the ERP system, resulting in streamlined operations and increased productivity
- Conducted comprehensive market analysis, including researching and analyzing industry trends, competitor activity, and customer preferences, resulting in actionable insights to inform business strategy to drive growth
- Conducted successful pre-sale lead generation and lead qualification activities, resulting in increased customer acquisition and revenue growth
- Developed and executed successful social media marketing campaigns, increasing brand awareness and engagement across various platforms
- Played an integral role in creating effective email marketing campaigns
- Developed and executed comprehensive marketing plans and campaigns, resulting in increased customer acquisition, brand recognition, and revenue growth

SKILLS

- **Digital Marketing:** Facebook and Instagram Ad Manager, Google Ads, Google Analytics, Lead Generation on social media platforms and Google
- **Email Marketing:** Mailchimp and HubSpot
- **Data management:** CRM tool Pipedrive, Django Software, ERP
- **Design:** Adobe Photoshop, Adobe XD

SOFT SKILLS

- Excellent communication skills, both written and verbal in english
- Strong collaboration and teamwork abilities
- Effective problem-solving skills and ability to analyze data
- Efficient time management skills and ability to prioritize tasks
- Flexibility and adaptability to work in a fast-paced environment
- Keen attention to detail and accuracy
- Customer service skills

PROJECTS

Market researches

- Conducted comprehensive research projects, including analyzing the Romanian e-business market and identifying the most wanted trends in commerce in Poland, resulting in actionable insights to inform business strategy and drive growth

Digital Marketing Plans, Campaigns and Projects

- Developed and executed highly successful social media strategies and plans for multiple companies, for the purpose of gaining and enhancing company's brand awareness, customer engagement, and revenue growth, for companies such as: product of Seavus, "Schedule Cleaner," Bonum - Food company, Axeltra - Software outsourcing company, few private businesses and NGO

CERTIFICATIONS

- Udemy Certificate of completion - "SQL Bootcamp"
- "The false side of brands" Certificate - European University, Skopje

LANGUAGES

- German Language Certificate - B2 Level
- English Language - Excellent written and spoken