



## Contact

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### Address

Vasil Gjorgjov 20, Kapistec, Skopje

## Education

2007-2011

**B.A. area of study: marketing**

University of St. Cyril and Methodius,

## Expertise

- Copy writing
- Content writing
- Account management
- Marketing communication
- Market research
- Cold Calling
- Digital Marketing

## Language

English

# Nadica Chesmadziska

## Marketing Manager

As a highly skilled and results-driven marketing manager, I have consistently demonstrated my ability to generate effective promotional materials, such as catalogs, brochures, flyers, and other business equipment, over the course of my 10-year career. I possess a keen understanding of brand communication plans and have executed various activities with great success. My expertise extends to developing compelling web content, redesigning websites to enhance a brand's image, and conceptualizing product packaging designs that uplift the brand.

Overall, my extensive experience and in-depth knowledge of marketing, coupled with my commitment to achieving exceptional results, make me a valuable addition to any organization.

## Experience

### December, 2023 - present

Mima IT Services | Salvador Aljende, 11, Skopje

#### Marketing Coordinator

- Collaborate with product managers and other teams to develop marketing materials that align with the Mima's objectives and brand messaging.
- Monitor and report on the performance of marketing campaigns using analytics tools.
- Maintain and update the company website, ensuring it is up-to-date and visually appealing
- Manage email marketing campaigns, including creating and sending newsletters and other promotional emails
- Assist with the preparation of marketing budgets and track expenses to ensure adherence to budget constraints.

### April 2020 - December 2023

Neptun Makedonija | East Gate Mall, Belasica 2, Skopje

#### Brand Marketing Coordinator

- Develop strategic marketing initiatives and activities alongside product managers
- Implement marketing plans that include print, broadcast and online content.
- Create branded advertising campaigns, and support the marketing and design teams by coordinating and collating content.
- Pre and post – evaluation of marketing campaigns and online activities.
- Conduct market research to identify marketing opportunities and negotiate media coverage.
- Allocate budget to appropriate channels.
- Create, maintain and strengthen the organization's overall brand through all media avenues.
- Organize and streamline service offerings into user-friendly concepts.
- Manage print contractors and other promotional vendors.

### May 2019 - April 2020

Nestle Adriatic | Bul: 8-mi Septemvri, Skopje

#### CCSD for Beverages for Macedonia and Kosovo

- Responsible for store P&L management, customer visibility development, and customer joint communication, in-store POSM, and store visual development.
- Create fact-based selling stories by providing relevant category, channel, and customer information, including areas of under/over performance, rationale, and potential future opportunities for growth.
- Lead pre and post evaluations of trade promotions/activities and drive the effectiveness of trade spend.
- Provide appropriate datasets for ICP meeting inputs to all senior stakeholders in advance of ICP milestone meetings.
- Ensure adherence to all Company principles and policies.

## ○ April 2018 - May 2019

Bella MK I Bul Srbija br 11, Skopje

### Marketing Manager

- Develop a website traffic plan and create goals and benchmarks to meet
- Generate monthly reports on our marketing campaign's performance
- Collaborating with cross-functional teams – from creative, IT and production to product
- Marketing and legal – to produce effective promotional materials
- Developing budgeting strategies
- Optimize website and social media channels
- Copywriting professionals
- E-mail marketing
- Running blogs/ content writing (klub.bella.mk)
- Working with google ads and easy ads platform
- Running Facebook and Instagram ads
- Running off-line and online activities
- PR communication

## ○ April 2012 - April 2018

Macedonia-Export I Kozara 42-2/5 Skopje

### Marketing Manager for MAMA'S ([www.mamasfood.mk](http://www.mamasfood.mk))

- Implement, monitor, and evaluate the strategic plan for MAMA'S activities in each country
- Coordinate and manage the designer's team
- Prepare consumer promotions and promotional materials
- Develop product packaging
- Develop and prepare PR strategies
- Work with a team of designers to create, develop, and implement ideas for product packaging, on-line and off-line promotional materials, and in-store promotional activities
- Provide account support for marketing activities in 25 client countries where MAMA'S is present.

## Other Experience

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## ○ April 2017 - April 2018

Macedonia-Export I Kozara 42-2/5 Skopje

**Head account** for Project “increasing the organic sector in Macedonia” in Macedonia in association with Swiss contact and IME (increasing Market Employability Program) Macedonia.

- Creating and implementing idea and concept for development and realization of a catalogue for all the companies that produce organic products in Macedonia in order for better promotion on an international trade fair.
- Content creation
- Communication on a daily bases with the companies, gathering information
- Monitoring the daily progress of project

## ○ **Head account** for “Balkan Biosert catalogue” in association with Swiss contact, IME and Balkan Biosert

- Creating and implementing idea and concept for development and realization of a catalogue for organic certification in Macedonia.
- Content creation
- Monitoring the daily progress of project

## ○ Head account for Project “Duhot na Severoistokot cookbook” in association with UNDP

- Creating proposal for preparation of a Cookbook with traditional recipes from the Northeast Planning Region
- Developing Methodology : Goals and vision
- Defining the tone of voice
- Research (data gathering)
- Desk research
- On field research
- Other available sources
  - Allocating the potential recipes :Pre-qualification
  - Organizing Recipes –making off
  - Photo shooting
  - Copywriting
  - Outsourcing Design
  - Conceptualization
  - Translation
  - Organizing Production: Printing
  - Proposal for PR plan

## Seminars, lectures and trainings

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- Participating in Social Media and PR training, organized by YES incubator Macedonia (05.2012)
- Organizing and participating in Trade Marketing Forum. Field of activities: Gathering companies and potential leads, working with CRM, cold calling (18.05.2012)
- Participating in Emotional Intelligence Program organized by PVC and Macedonia Export (11.06.2013)
- Participating in program for young entrepreneurs, organized by CEED-Macedonia. (18.02-11.06.2013)
- Participating in training seminar: Marketing in social Media, organized by Kapital Academy (31.01.2014)
- Participating in SMARKETING training (Sales and Marketing), organized by Macedonia Export (05.2014)
- Participating in the Global Entrepreneurship week (15.09-21.09.2014)
- Participating in Marketing program organized by CEED-Macedonia ( 09.2015.)
- Participating in training program: Digital marketing fundamentals organized by Institute Concept, Skopje (04. 2018)
- Participating in training seminar: Facebook for business organized by grow-up.me academy (02.2018)
- Participating in training course: Google ads, organized by Brainster Macedonia (09.2018)
- Participating in training course: Excel for intermediate level, organized by Brainster Macedonia (05.2019)
- Participating in online course: Google ads, organized by Udemy (2021)
- Participating in digital marketing course organized by M6 training center. (2022)