



Marija Todorovska

Details

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DRIVING LICENSE

B

DATE OF BIRTH

03.04.1995

Skills

Microsoft Office Package

Content Marketing

SEO

Facebook Business Manager

Google Ads

Visual Studio

SQL Server

Languages

English

Spanish

French

German

Profile

Self-motivated Strategic and Digital Marketer bringing forth experience and a passion for digital techniques. Experienced in the IT industry, willing to build up a career in the digital world. Results-oriented with a proven track record of working collaboratively within the team and other teams to achieve goals. Enthusiastic fast learner who is always ready for new challenges.

Employment History

Content Creator, EmbedSocial, Skopje

JANUARY 2021 – PRESENT

- Creating content for blog posts, landing pages, videos, and other documentation
- Researching and suggesting topics
- Researching keywords using several tools
- Optimizing and updating existing posts
- Creating social media (organic and paid) copies and posts

Digital Marketer, Vrootok Marketing & Consulting, Skopje

NOVEMBER 2020 – JANUARY 2021

- Creating email marketing campaigns and automation
- Creating newsletters and landing pages
- Content writing and creation (blog posts, content calendars, and creatives)
- Taking care of Social Media campaigns (organic and paid)
- Creating reports for campaigns performance

Marketer, Cermat, Bitola

JANUARY 2018 – SEPTEMBER 2020

- Planning, executing, and managing online marketing efforts, resulting in company advancements.
- Organizing and analyzing data, such as marketing results overall business plan, and profitability.
- Briefing marketing agencies and graphic designers.
- Developing consumer promotions and advertising programs.
- Assisting the CEO and Production Director and Sales team with new product developments.

Brand Manager and Patterns Designer, Saitis, Bitola

JANUARY 2016 – JANUARY 2018

- Assisting the Marketing and Sales Manager in bringing up ideas for new product development.
- Preparing cutting patterns and cutter guide documentation.

Education

Digital Marketing Professional, Galeksia (power member of Digital Marketing Institute)

JULY 2020 – DECEMBER 2020

.NET Development, InterWorks Educational Center, Bitola

OCTOBER 2019 – SEPTEMBER 2020

Criminal Law, Faculty of Law - Kicevo, DS Bitola, Bitola

SEPTEMBER 2013 – OCTOBER 2017

