



# ZORICA BLAZESKA

Digital Marketing Specialist

## PERSONAL BACKGROUND

Experienced digital marketing specialist with demonstrated history of working in the digital marketing divisions in several industries. I have long track record of creating and implementing successful social media campaigns. Over the years I gained experience in market analysis, creating reports for social media and tracking KPI's on daily and monthly basis, managing CRM systems and budget managing for social media activities.

## SKILLS AND EXPERTISE

- Social Media Strategy
- Digital Marketing
- Market Research
- Photography and Photoshop
- Photo Editing
- Canva
- Content writing
- Facebook and Instagram Ads

## GET IN TOUCH WITH ME

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## WORK EXPERIENCE

### Marketing and Communication Associate

Sparkasse Bank AD Skopje | Dec 2021 - on going

- Coordination with marketing and digital agencies
- Creating and implementing digital marketing strategy for Sparkasse Bank AD Skopje
- Creating yearly marketing plan including product, PR, digital, CSR projects
- Creating marketing solutions for paid marketing campaigns
- Implementing digital campaigns ( Facebook, Instagram, GDN)
- Creating reports for digital channels (Facebook, Instagram, GDN) and keeping track of KPIs on daily and monthly basis
- Developing content for social media
- Budget managing for digital activities
- Creating strategy and analyst ATL and BTL campaigns
- Managing POS materials
- Organizing events and CSR projects
- Managing with PR strategy and writing PR articles
- Writing and managing internal newsletter

### Digital Marketing Specialist

Philip Morris International| May 2021 - Nov 2021

- Coordination with local and regional marketing agency
- Implementing digital marketing strategy for IQOS
- Creating marketing solutions for paid marketing campaigns
- Implementing campaigns on social media ( Facebook and Instagram )
- Publishing posts on social media and using Sprinklr and Facebook Creator studio
- Creating reports on social media and keeping track of KPIs on daily and monthly basis
- Market analysis
- Developing content for social media
- Implementing viber campaigns with Sprinklr and email marketing campaigns
- Performance analysis
- Managing CRM
- Budget managing for Social media activities
- Budget planning

## COURSES

JOURNALISM Youth Educational Forum \ 2015

Introductory training for young journalists  
introduction to communication | work ethics |  
interview | photography | column | reportage

Skills for Success - MOTIVA education center of  
PIVARA Skopje 2021

GOOGLE ADS Masterclass by LeanSEM

### Digital Marketing Specialist

*Vrbotuvanje.com | Feb 2021 - May 2021*

- managing social media profiles ( Facebook, Instagram, LinkedIn)
- creating Facebook ads \ Instagram ads
- developing creatives for posts on social media
- Researching competitors and using SEO for keywords on website
- monitoring, track, analyse and report on performance on social media platforms using tools such as Google Analytics and Facebook insights
- writing articles on daily basis for the website \ copywriting
- Interviews
- writing PR text's
- creating and implementing marketing strategies for clients
- Employer branding companies
- Customer care support

### Content Writer | Social Media Manager

*eXpressive graphics | feb 2021 -*

Creating content for Social Media channels for:

- Grand Burger
- Jägermeister
- Zid na zdravje
- naracaj.mk

### Marketing Assistant

*Tehnokomerc AD | Oct 2020 - Dec 2020*

- managing e-commerce shop
- Creating content for social media channels
- Implementing marketing and advertising campaigns
- Managing pages on social media ( Facebook, Instagram)
- Customer care support

### Marketing Coordinator - Internship

*Creative hub | Jul 2020 - Oct 2020*

- Implementing marketing and advertising campaigns
- Preparing marketing and advertising strategies
- Creating and managing Facebook Ads \ LinkedIn ads
- Planning and organizing promotional presentations
- Cold Calling
- Creating email marketing campaigns and using MailChimp and Hubspot
- Creating content and copywriting
- Managing pages on social media ( Facebook, LinkedIn, Instagram)

## LANGUAGES :

- Macedonian
- English
- Spanish

## LEAD GENERATION SPECIALIST

Freelancing | Jun 2020 - ongoing

- Updating Exciting
- Contact Database
- Creating Database
- Data Mining
- Email List Building
- Lead Generation
- Data Entry
- Email Expert

## DIGITAL MARKETING INTERN

Axeltra | Nov 2019 - Feb 2020

- Performing market research activities
- Helping in pre-sales activities ( lead generation and lead qualification).
- Assisting in internet marketing activities
- Being part of creating email marketing campaigns

## SALES MARKETING ASSISTANT

Urban Invest | Oct 2018 - Nov 2018

- Research of the market
- Creating databases
- Creating email marketing campaigns and using MailChimp
- Presenting product and sales

## INTERN

NLB Bank| Jun 2017 - Jul 2017

-I was intern in the department of payment operations and pay office, including promotive campaigns for - Mastercard credit cards and NLBclick mobile banking

I was intern in the department for payment operations, debit and credit cards. I was also promoter for the promoting activity : " Ден на пензионерите - повеќе за вашето здравје"

## EDUCATION

### Creative Hub

Digital Marketing and Account Management Academy

- CONTENT ( Copywriting, Adobe Photoshop, PR)
- MEDIA ( Facebook Ads Manager Professional, LinkedIn Advertising Professional, Email Marketing and CRM, Relationship Based Lead Generation and Sales, Google Ads, You Tube Ads, SEO+Wordpress+HTML5, Google Analytics, Landing Pages
- COMMUNICATION ( Account Management )

### University of Ss Cyril and Methodius - Faculty of Economics

Bachelor of Marketing in Economics, 2015 - on hold

### University of Ss. Cyril and Methodius - Faculty of Law Iustinianus Primus

Bachelor of Public Relations , 2021- ongoing