
VASKO DAVKOV

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PROFESSIONAL SUMMARY-DIGITAL MARKETING

A skilled digital marketing manager has established, maintained, and managed successful digital marketing initiatives. Bringing significant marketing know-how and campaign targeting knowledge. Capable of creating and implementing client-focused. Effective campaigns to increase brand awareness and visibility.

A collaborative and creative manager oversees content management for digital marketing presences. Experienced in leading teams of marketing experts to reach and exceed digital marketing goals.

- Professional communicator with experience in news writing and political blogging.
- Hardworking
- Google Analytics, AdWords, and Facebook Ad expertise.
- Marketing manager with experience in online and created e-mail strategy and campaigns.
- Specializing in creative marketing who is eager to work with high-profile clients. Also in copywriting and editing, list selection, email marketing, social media marketing, and campaign production.
- Highly skilled in strategic planning and market research and analysis.
- Expert in SEO optimization and the creation of highly-targeted web content that generates inbound traffic.
- Marketing specialist with a passion for creating successful campaigns. Product marketing plans that satisfy clients and meet challenging goals.
- Bringing [5+] years of experience in strengthening client relationships by delivering outstanding results through superior strategic planning, service, and support skills.
- Positive
- Dynamic
- Organized
- Skilled

SKILLS

- | | |
|----------------------------------|--------------------------------|
| • Market research | • Social commerce |
| • Creative and innovative | • E-mail campaigns |
| • Internet and Digital Marketing | • Blogging |
| • Publishing expertise | • Product marketing specialist |
| • Strategic marketing | • Budgeting and forecasting |
| • Special events planning | • Campaign management |
| • Keyword optimization | • Social media expert |
| • Social media engagement | • Google AdWords |
| • Marketing plan development | • Analytical thinking |
| • Web Content | • SEO practices |
| • Adobe Photoshop | • Copywriting |
| • ROI analysis | • MailChimp |
| • Copywriting expertise | • Redirect monitoring |

EDUCATION

Front-end Developer - 2017

Everest - Skopje, North Macedonia

Digital Marketing - 2019

Krojaceva School - Beograd, Serbia

SEO,CopyWriting,Email,WordPress,WooCommerce,Facebook Ads - 2021

Kampster - Beograd

WORK HISTORY

Digital Marketer - May, 2020 to Present

ASHEGHAR DIGIMENTORS - Doha, Qatar

- Worked with advertising and promotion managers to promote products and services.
- Arranged content management system templates to promote SEO and conversion best %100 practices, as well as the effective use of HTML tags.
- Develop campaigns and specific marketing strategies for clients.
- Made production schedules and keep stakeholders informed about the project's progress.
- Planned and promoted events, which included negotiating vendor contracts and creating promotional materials.
- All social media programs, such as Internet forums, blogs, social networking applications, and message boards.
- Accorded an official company page on Facebook to make it easier for customers to interact with me.
- Used Google, Facebook, and Bing to track and optimize advertising campaigns.
- Created reporting around paid marketing funnels and used this reporting to incrementally raise the conversion rate of paid funnels by 220%220%. Strategized, planned, and managed paid digital marketing campaigns across AdWords, Instagram, and Facebook with a monthly budget of \$150,000.
- Authored powerful conditional email campaigns based on customer platform activities, increasing the monthly retention rate by 17%.
- Started an SEO campaign that focused on long-tail keywords with high search traffic, which brought in 150 customers and 10,000 unique visitors

Affiliate Marketer - August, 2022 to Present

grou-up.mk - Skopje, MK

- Wrote copy for marketing, advertising, and websites that were both engaging and effective.
- Created campaigns and specific marketing strategies for clients.
- Looked at demographic data to determine the best targets, competitive offerings, and persuasion tactics.
- Leadership in the development, implementation, monitoring, tracking, and optimizing of PPC campaigns such as Google AdWords and Facebook Ads.
- Arranged SEO (Search Engine Optimization) to increase organic search visibility and ranking.
- Manage E-mail Marketing campaign creation and execution.
- Tracking conversion rates and making improvements to the website.
- Developing and managing digital marketing campaigns.
- Exceeded sales goals by 100% by effectively applying analyzed data to marketing campaigns and sharing data across departments.
- Promoted a rigorous A/B testing culture that increased the companywide conversion rate of marketing landing pages by 300%.
- Enhanced the on-page SEO performance, which led to a 50% increase in page speed and a 22% increase in monthly organic traffic.
- Created top-of-funnel marketing assets like infographics and white papers that attracted 33,000 unique visitors and make \$1.1M in additional revenue by automating marketing KPI reporting using Google Analytics and Google Sheets.

Freelance Marketing Consultant - April, 2019 to Present

LLC - New York, NY

- Managing all Brand Facebook, Instagram & LinkedIn pages
- The development strategy of social advertising, display advertising, and affiliate advertising
- Leveraged social media analytics and listening tools to develop future campaign strategies.
- Lead generation campaigns on Google Ads, Facebook, and LinkedIn for a better ROI.
- Designed and implemented SEO strategy.
- Keyword Research for all pages.
- Audience and competition research for the website.
- Content development for website and guest post campaigns.
- Setup performance tracking in Google Analytics, GTM, AdWords, Search Console, and Dashboard.
- Provide creative strategy with different ad formats for each advertising platform e.g. image, video, carousel, canvas, etc.
- Identify the New Digital Advertising slot for Ad Placement
- Control budgets tactic, bidding & optimization, and campaign performance across all digital Platforms and Marketing channels to meet business objectives.
- Developing B2B and B2C Lead generation plans, Brand awareness campaigns, and Social Media strategies to increase website traffic.
- Both direct and indirect marketing channels: Email Campaigns, Facebook & Instagram (Organic and Paid), Google Adwords
- Creating & maintaining websites with CMS like WordPress and also HTML5/CSS3
- Responsible for end-to-end digital lead generation/media buying activities across APAC markets to meet various KPIs set by the business.