



Borche Samardjioski

Personal information

+ 389 70 761 676

Prilep, Macedonia

borcesmkd@gmail.com

Education

2015 – “Goce Delcev” University – Stip, Macedonia
Translation from German to Macedonian and vice versa
(Studies paused)

Work Experience

June 2021 - Present

Company:

Marketing specialist (Facebook Ads, Copywriting and Email Marketing)

Freelance

November 2017 – May 2021

Company:

Marketing specialist (Facebook Ads, Copywriting and Email Marketing)

Qualification Edge

- Created and managed Facebook ad campaigns for the client promoting an online course in the education sector.
- Collaborated with the client to define advertising goals, target audience, and campaign budget.
- Analyzed and reported campaign performance metrics to client, including click-through rates, conversion rates, and return on investment.
- Developed ad creative and messaging that aligned with client's brand standards and campaign objectives.
- Stayed up-to-date with industry trends and algorithm changes to optimize ad performance and achieve objectives.

- I've used various email marketing platforms such as Mailchimp, Constant Contact, GetResponse and ActiveCampaign to create and manage email campaigns.
- Crafting effective email copy that engages and converts readers, using persuasive language, A/B testing, and personalization techniques.
- Analyzed email campaign metrics such as open rates, click-through rates, and conversion rates to optimize campaign performance and drive revenue growth.
- Implemented email marketing regulatory practices such as GDPR and CAN-SPAM, ensuring compliance and building trust with subscribers.
- Utilized project management software Trello to effectively manage project timelines, tasks, and budgets.
- Interviewed, hired, and managed a team of web developers and graphic designers.
- Collaborated with the team to ensure timely delivery of each milestone, and monitored the project's progress to ensure it was meeting the requirements and specifications of the client.

Languages

Macedonian

Native language

English

Fluent (near-native level).
Speaking and writing proficiency, with a sound and accent resembling that of a native American speaker.

To listen to a sample voice recording of me speaking, please click the play button:



- Analytical mindset and data-driven decision-making.
- Proficient typist with a speed of 62 words per minute with 97% accuracy.
- Capable of efficiently typing with all ten fingers on the keyboard while maintaining focus and attention to detail.

Typing Test Complete!

You typed the 1 Minute Typing Test.

Your speed was 62 WPM with 97% accuracy!

<https://www.typing.com/>

❖ Software & Applications:

- Active Campaign
- Adobe Photoshop
- Adobe Premiere
- Canva
- ClickFunnels
- ClickUp
- Coda
- Constant Contact
- Facebook Audience Insights
- Facebook Business Manager
- Facebook Page Manager
- Facebook Pixel
- GetResponse
- Google Analytics
- Google Suite (Drive, Sheets, Docs, Slides)
- Grammarly
- Hemingway Editor
- Jira
- Kajabi
- Kartra
- Mailchimp
- ManyChat
- Meta Business Suite
- Microsoft Office (Word, Excel, Powerpoint)
- Microsoft Teams
- Scrivener
- Skype
- Slack
- Teachable
- TeamViewer
- Trello
- WooCommerce
- WordPress
- Zoom

Social skills

- ❖ Excellent communication skills demonstrated through effectively managing client relationships and collaborating with cross-functional teams.
- ❖ Proven ability to connect with others through active listening and empathetic understanding, resulting in successful negotiation and conflict resolution.
- ❖ Strong networking skills, demonstrated through building and maintaining a professional network in various industries.
- ❖ Skilled at adapting communication style to effectively communicate with people from diverse backgrounds and cultures.
- ❖ Exceptional interpersonal skills, demonstrated through successful team leadership and fostering a positive team environment.

Personal interests and hobbies

- Reading: I am an avid reader and enjoy books on a wide range of topics, from business and personal development to history and fiction.
- Attending courses to continuously improve my knowledge and skills, ranging from online courses to in-person workshops and seminars.
- Visiting fairs and cultural events to expand my understanding of different cultures and industries.
- Cycling, martial arts, swimming, and hiking to stay physically active and maintain a healthy lifestyle. These activities also help me to stay focused and motivated in both my personal and professional life.

Motivational Letter

Dear Hiring Manager,

I am excited to apply for the Digital Marketing Operations Specialist position.

I possess the skills and qualifications outlined in the job description. I have excellent communication and organizational skills, including experience with apps such as Microsoft Teams and Slack. I am proficient in English and can effectively communicate both independently and as part of a team.

I am also familiar with browser-based tools, VPNs, and other utilities required for reviewing and tagging digital assets.

In terms of responsibilities, I am confident in my ability to facilitate the creation of campaigns on your proprietary ad platform, tagging and approving digital assets, including banners, landers, and video assets. I'm comfortable working remotely as part of a team, supporting the sales efforts of clients. Additionally, I'm also available to work evening and weekend shifts as part of a predetermined schedule.

The flexibility of work hours and remote work arrangement aligns perfectly with my preferred work style. I am eager to contribute to your friendly, multicultural, and fast-growing company.

I believe that my skills, experience, and dedication make me a strong fit for this position, and I am confident that I can contribute to your team's success. I look forward to the opportunity to discuss my qualifications further and to potentially join your team.

Thank you for considering my application.

Sincerely,

~ Borche Samardjioski