

EMILIJA MINOVSKA

Digital Marketer

+38978 393 260

@ minovskaa.emilija@gmail.com

<https://www.linkedin.com/in/emilija-minovska-6b2555199/>

Bitola, N. Macedonia



SUMMARY

Creative, dedicated, insightful professional offering over 2.5 years of success in the areas of content writing, social media marketing, email marketing, SEO and marketing strategy. Experience creating and writing advertisements, blog posts, social media, and web content. Passionate, results-driven leader seeking a progressive role within a reputable, customer-focused digital marketing organization.

EXPERIENCE

Digital Marketing Manager

Kupi na Rati

04/2022 - Ongoing Bitola, Macedonia

E-commerce store / Affiliate marketing

- Write to customers in their terms and on their level so that the advertiser's sales message is more readily received
- Discuss with the client the product, advertising themes and methods, and any changes that should be made in advertising copy
- Write advertising copy for use by publication, broadcast or internet media to promote the sale of goods and services
- Vary language and tone of messages based on product and medium
- Prepare reports of findings, illustrating data graphically and translating complex findings into written text
- Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand
- Creating marketing strategies
- Creating posts for social media platforms
- Creating campaigns for social media platforms Facebook, Instagram, LinkedIn etc
- Managing projects
- Creating designs for ads, logos, ads, flyers, poster

EDUCATION

Master's degree/Information Science and Communication Engineering

Faculty of Informational and Communicational Technologies

10/2020 - 03/2022

Bachelor's degree/Marketing Management

Faculty of Economics

09/2015 - 06/2019

SKILLS

Social media marketing

Email marketing

Google Analytics

Google Ads

Bing Ads

Search Engine Optimization

Content Marketing

Copywriting

Lead Generation

Instagram Marketing

Facebook Marketing

LinkedIn Marketing

YouTube Marketing

Facebook Ads Manager

Blogging

MS Office

Google Drive

Affiliate Marketing

E-commerce Marketing

Adobe Photoshop

Adobe Illustrator

EXPERIENCE

Digital Marketing Manager

Javen Advertising

02/2020 - 02/2022 Bitola, Macedonia

IT Company / Educational center

- Adapt teaching methods and instructional materials to meet students' varying needs, abilities, and interests
- Conduct classes, workshops, and demonstrations to teach principles, techniques, or methods in subjects skills, life skills, and workforce entry skills
- Prepare materials and classrooms for class activities
- Lecturing digital marketing, graphic design, English language, project management, MS Office courses
- Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers
- Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors
- Initiate market research studies or analyze their findings
- Create or maintain database of customer accounts.
- Creating campaigns for social media platforms Facebook, Instagram, LinkedIn
- Managing projects
- Creating designs for ads, logos, ads, flyers, poster
- Create designs, concepts, and sample layouts based on knowledge of layout principles and esthetic design concepts.

Assistant

Aus Immigration

09/2018 - 12/2018 Bitola, Macedonia

Immigration Bureau

- Use computers for various applications, such as database management or word processing.
- Answer telephones and give information to callers, take messages, or transfer calls to appropriate individuals
- Compile, sort and verify the accuracy of data before it is entered
- Select materials needed to complete work assignments
- Create, maintain, and enter information into databases
- Schedule and confirm appointments for clients, customers, or supervisors.

LANGUAGES

English

Native



Spanish

Advanced



TRAINING / COURSES

Certificate of completion -
Academy of Digital Marketing
and SEO.

Certificate of completion -
Graphic Design, Adobe
Photoshop, Adobe Illustrator

FutureLearn Digital Skills -
Digital Marketing

FutureLearn Digital Skills -
Social media marketing

Italian language course