



IVANA SARANDESKA



WORK EXPERIENCE

DIGITAL & CONTENT MARKETING STRATEGIST | COPYWRITER | SEO SPECIALIST

Freelance

July 2014 – Present

- Creating, managing, and executing comprehensive multichannel strategies and content plans/calendars
- Managing teams
- Work together and lease with development, design, marketing, analytics, and sales teams to properly implement and execute strategies and recommendations, monitor results and make adjustments
- Writing copy and content for different channels for clients from different niches and industries
- Performing on-page and off-page SEO
- Website/webpage creation and optimization, in coordination with design and development teams
- Website and blog management
- Creating and managing email marketing campaigns using various tools, including writing copy, email template creation, creating email flows
- Creating graphics for web, blog, social media, email, ad campaigns, presentations, brochures, etc

SEO CONSULTANT

DEPT

Oct 2022 – Feb 2023

- Carrying out regular extensive on-page, off-page and technical analyses
- Identifying issues, solutions and new possibilities for clients
- Planning and developing [long-term] SEO strategies
- Setting up implementation plans
- Working with development, design, marketing, and analytics teams to properly implement SEO recommendations, monitor results and make adjustments
- Identifying and monitor KPIs
- Preparing and presenting reports to clients and stakeholders
- Holding trainings and knowledge sharing sessions with the team

DIGITAL PRODUCTION SPECIALIST

CRM Technologies

May 2020 – May 2021

- Set up, testing and execution of digital marketing campaigns involving emails, forms, landing pages
- Data loading, segmentation, distribution lists for digital marketing campaigns
- Producing regular and ad-hoc reports
- Marketing automation systems maintenance
- Working closely with our account and project teams
- Involvement in various internal marketing activities
 - Coordination and execution of the marketing plan
 - Creating and managing email marketing campaigns – copywriting, template design and creation, set up and launch, reporting
 - Website optimization
 - Google Ads optimization and reporting

COPYWRITER

Symphony Solutions

June 2017 – June 2018

- Writing content for company & company clients' needs including: web copy, blog posts and tech articles, case studies and success stories, news and event articles, PR texts, company profile; guest posts for link building purposes
- Performing keyword research and content analysis, and creating a keywords relevance map to identify content opportunities for Symphony Solutions' blog and for company clients
- Creating content calendar, assigning topics to writers

LINK BUILDING & SEO SPECIALIST, DIGITAL MARKETING MANAGER

Fueloyal Inc

Sept 2016 – Nov 2016

- Creating link building and guest posting opportunities through email outreach to relevant media portals and blog that cover relevant topics
- Tracking email outreach and lead generation
- Writing guest posts
- Performing keyword research and looking for content opportunities, creating blog post topics and assigning them to writers
- Management of the company blog
- Managing social media profiles [Facebook, Twitter] and email newsletter

ONLINE PROJECTS AND SOCIAL MEDIA SPECIALIST, TRANSLATOR

Oriflame Cosmetics Macedonia

Sept 2015 – Aug 2016

- Local online project management, coordination, and overview of strategy implementation
- Translation of all online and offline marketing and PR materials: catalog, printed flyers, online content, and products declarations
- Checking prices of catalog and out of catalog offers
- Maintenance of Oriflame Macedonia website in CMS, content translation and preparation of additional local content
- Maintenance of social media presence and coordination of social media activities
- Preparation and send-out of all emails and newsletters to sales force and clients
- Creation and coordination of all local internal and external marketing and sales projects and campaigns
- Preparation of promotional materials - editorials and graphic materials in Photoshop

- Contact and coordination with external companies and agencies
- Providing sales support to Sales and Customers service teams
- Preparation, briefing and implementation of online recruitment materials, including: website materials, email materials for local market and Consultants

MARKETING, SEO & SOCIAL MEDIA COPYWRITER

WSSK

March 2015 - Aug 2015

- Creating topics and content for the company blog: blog posts and wikis about web and marketing terms, web- and digital marketing services; internet marketing industry news, trends, changes
- Social media copy-writing for company clients from different industries including: real-estate, restaurants, dental services, spa centers
- Websites content creation for company clients in different industries including: web- and digital marketing service providers, real-estate agencies, restaurants, spa centers, fragrances and hand-crafted products, funeral homes and services

DIGITAL MARKETING, LINK BUILDING & SEO SPECIALIST

CodeWell - Project: "MarkO – Your Smart Task Buddy"

Oct 2014 – Feb 2015

- Management of social media profiles and campaigns [FB, Twitter, Pinterest, Instagram]
- Posting to various forums and message boards to attract new users [Reddit, Quora, androidforums.com, forums.androidcentral.com, forum.xda-developers.com, etc.]
- Setting up a blog on www.blogger.com, creating a content plan
- Writing all necessary content: website copy, blog posts and guest posts, in-app and Google Play copy, PR texts, email campaigns and newsletters
- Creating and sending email marketing campaigns and newsletters using Mail Chimp
- Communicating with domestic and foreign media, app review sites, and app markets, bloggers
- Management and administration of database of media websites, app markets, tech-websites, mobile and gadgets, bloggers etc.
- Testing new app features, giving feedback and creative solution ideas
- Involvement in app-related brainstorming sessions about improvement of current and adding of new features and functionalities, target audience approach, marketing strategy etc.
- Tracking results of marketing and SEO efforts using Google Analytics

INTERNSHIP: CONTENT UPLOADER

IT-Labs - Project: www.talkmarkets.com

June – July 2014

- Web-site content curation – reading, selecting and uploading articles about finance, global and local economy news from select sources and authors
- Social media marketing on FB, Twitter, StockTwits, Google+

INTERNSHIP: SEO & CONTENT MARKETING

GigaVoice - Project: www.addictionblog.org

April –May 2014

- Training, education and work on SEO, content marketing and link building
- Doing research and writing articles about alcohol and drug abuse, and treatments
- Creating a database for US government and non-government institutions related to drug and alcohol abuse prevention, education, treatments, shelters, rehab centers, etc.
- Contacting relevant institutions for support, collaboration, and possible link-building

INSURANCE AGENT

Winner – Vienna Insurance Group
July 2013– Jan 2014

WEB SITE ARTICLE WRITER (Part-time)

Zonel Software - Project: www.softwareask.com

May – Oct 2013

Writing 'how-to' articles, focusing on computer software– Microsoft Office, Internet Browsers, Antivirus Software, VOIP, etc. directed towards first-time users with limited knowledge and computer experience



EDUCATION & CERTIFICATION

Front-end Development

Brainster Academy
June 2019

SEO Toolkit | Keyword Research |

Content Marketing Toolkit

SEMRush Academy
Nov 2019

Microsoft Certified Professional:

Programming in HTML5 with JavaScript and CSS3

SEMOS Education | Microsoft
May 2017

Scrum Basics Class

Agile Space, Symphony Solutions
Sept 2017

New Era of Marketing

AIESEC, Skopje
Nov 2011

Bachelor of E-Business

Ss. "Cyril and Methodius";
Faculty of Economics – Skopje
Sept 2008 – Dec 2012

Certificate of Advanced English [CAE]

Cambridge University
Dec 2007



TOOLS & SKILLS

Ahrefs

SEMRush

Serpstat

Screaming Frog

Sitebulb

SEO PowerSuite

Mangools

ContentKing

Google Search Console

Google Data Studio

Google Analytics

Google Ads

Notion

Jira

Asana

ClickUp

Adobe Marketo™

Eloqua

Mautic

MailChimp

WordPress

Sitecore

Folloze

HTML

CSS

JavaScript

jQuery

Bootstrap

ReactJS