



Bisera Dimitrovska



europass

Date of birth: 04/08/1988 |

Nationality: Macedonian/citizen of the Republic of North Macedonia |

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Pariska 9, Skopje, North Macedonia

● WORK EXPERIENCE

12/2021 – CURRENT

MARKETING AND PR SPECIALIST – TRIGLAV OSIGURUVANJE

- Writing and editing of all press communication including: press releases, interviews, media kits
- Organization of press conferences
- Building brand awareness
- Ensuring and enhancing brand reputation
- Media relations
- Writing of speeches
- Press clippings
- Organization of corporate events
- Social media management

08/2017 – 09/2021 – Skopje

MARKETING & PR SPECILIAST – SKOPJE MARRIOTT HOTEL

- Coordination of rooms, F&B, spa and MICE promotions
- Building brand and property awareness to drive revenue
- Development of brochure and on property collateral materials according to branding standards
- Keeping track of marketing budget and providing input and recommendation for reallocation
- Development and implementation of yearly marketing strategies and plans for hotel and its outlets
- Ensuring and enhancing brand's image and reputation according to standards
- Maintaining website content and updating of website , social media and new promotions to generate additional revenue
- Complete and effective communication to visiting journalists and all other parties
- Coordination of community service activities in concert with the public image
- Providing strategic counsel and support to the Executive team
- Tracking of ROI of all marketing activities
- Planning and supervision of all photo shoots, development of shot list while keeping goals of property and brand image
- Active communication with Marriott Digital Services department
- Active communication and weekly meetings with PR agency
- Crisis management
- Working with local & regional resources to build awareness and increase exposure
- Increasing awareness with the travel media community & coordinating events to gain exposure & boost revenue; influencers & travel bloggers
- Writing and editing of all press communications including press releases, media kits, interviews, press clippings
- Developing strategic marketing plans for property, supervises all photoshoots while maintaining the brand image
- Managing all social media accounts including: Facebook, Instagram, LinkedIn and ensuring all information is collectively and effectively displayed
- Update on official website, TripAdvisor; Booking.com; Expedia
- Content management and social media strategy for all social media accounts
- Facebook & Instagram advertising
- Organization and coordination of all corporate events: Anniversary parties, Ambassador Cocktails; GM Cocktails, Sales Blitz, Global Customer Appreciation Week, etc.
- CSR events: Plogging with Embassy of Sweden Skopje, support of SOS Children's Village, etc.

- Take Care Champion

Sales & Marketing | Accommodation and food service activities | www.marriott.com/skopjemarriott

11/2018 – 03/2019

EVENTS SALES EXECUTIVE – SKOPJE MARRIOTT HOTEL

- Maintenance of business relationship with existing accounts and maximizing on room and catering business from these accounts
- Proper management of incoming group/catering leads as per Marriott standards, guidelines and pricing strategies
- Active participation in sales activities in order to generate new revenue opportunities and build long term relationships
- Proper administration of all leads and client contact details in Opera
- Follow up on all leads, decision dates and contract as per deadline
- Organization of events including: meetings, conferences, parties, government delegations etc.
- Cooperation with off-property sales channels in order to maximize revenue
- Distribution of special promotion, seasonal offers and other communication pieces to clients - Tracking commissions
- Invoicing

Sales & Marketing | Accommodation and food service activities | www.marriott.com/skopjemarriott

07/2016 – 10/2017

ACCOUNT EXECUTIVE FOR PHILLIP MORRIS INTERNATIONAL – MPG SOLUTIONS SKOPJE

Directly responsible for leading and monitoring a team of 20 employees • Identifying and developing job descriptions

- Recruitment strategies and plans including employment websites, Facebook, LinkedIn etc. • Interview process
- Maintenance of potential candidates' database
- Maintenance of individual employee files including: employment contracts, sick leaves, vacationleaves, other
- Bi weekly and monthly cost estimations and budgeting • Consumer Engagement campaigns
- Reporting and analysis of F2F campaign
- Evaluation forms, exit interviews and meeting minutes • Interpretation at briefs and C4 marketing code
- Active communication with employees in regards to ad hoc requests and day to day operations • Translation of documents
- Creative development for other clients: One.Vip; German Embassy; Skopje Helsinki Committee; BiMilk; S Box
- Event organization (idea & execution) One.Vip; CanBebe; BiMilk • Administrative Support

Information and communication | www.mpg.mk

03/2016 – 08/2016

MARKETING COORDINATOR – KOMERCIJALNA BANKA AD

Management of the sponsorships and donations through thorough analysis of the requests with recommendations to the Managing Board

- Organization of corporate events and member of the corporate social responsibility board
- Management of the promotional activities and materials through direct communication with advertising agency
- Management of the promotional materials throughout bank's branches through direct supervision • Conducted marketing research about customers' satisfaction based on SPSS analysis
- Updating and editing the bank's website on a weekly basis

02/2013 – 04/2016 – Skopje

OFFICE MANAGER – RSB CONSULTING

- Organization of meetings, meeting minutes

- Email & telephone correspondence
- Filing, copying, administrative work
- Travel arrangements
- Preparation of documents, PPT presentations, reports
- Administrative support

● EDUCATION AND TRAINING

09/2010 – 01/2012 – Leontos Sofou 3, Thessaloniki, Greece

MA IN MARKETING, ADVERTISING AND PUBLIC RELATIONS – University of Sheffield

https://citycollege.sheffield.eu/frontend/index.php?chlang=GR_EN

09/2007 – 06/2010 – Leontos Sofou 3, Thessaloniki, Greece

BA IN BUSINESS ADMINISTRATION (MANAGEMENT) – University of Sheffield

https://citycollege.sheffield.eu/frontend/index.php?chlang=GR_EN

08/2003 – 06/2010 – Praska bb, Skopje, North Macedonia

HIGH SCHOOL DIPLOMA – Nova International Schools

www.nova.edu.mk

● LANGUAGE SKILLS

Mother tongue(s): **MACEDONIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C2	C2	C2
SPANISH	B2	B2	B1	B1	B1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● DIGITAL SKILLS

Microsoft Word | Microsoft Excel | Outlook | Microsoft Powerpoint | Instagram | Facebook |
 LinkedIn | Google Docs | Google Drive | Social Media | Power Point | Microsoft Office