

Viktorija Andonova

Digital Marketer & Graphic Designer

viktorijaandonova.com | viktorijaandonova1@gmail.com | linkedin.com/in/viktorija-andonova | +38976441699

Summary	A dedicated digital marketer and graphic designer passionate about building marketing strategies and desining visuals that set brands apart.		
Skills	<ul style="list-style-type: none">• Lead Generation• Lead Nurturing• Email Marketing• Copywriting	<ul style="list-style-type: none">• Landing Page Building• Digital Public Relations• Social Media Marketing• Social Media Advertising	<ul style="list-style-type: none">• Search Engine Optimization• Market Research• Integrated Marketing Strategy• Designing Visuals
Work Experience	<div><div>Freelance</div><div>March 2023 – Present</div><div>Graphic Design</div><div>Creating visually stunning solutions for clients, including:<ul style="list-style-type: none">• Two summer camp shirt designs for global religious organization Young Life• Brand strategy and brand identity for baseball organization</div><div>Awarded finalist for logo contest about 30th Anniversary of Diplomatic Relations between North Macedonia and Republic of Italy.</div></div> <div><div>Radiance Digital</div><div>February 2023 – July 2023 (freelance)</div><div>Social Media Marketing Specialist</div><div>Managing clients social media growth and consistency including:<ul style="list-style-type: none">• Increasing following growth for Practice CoPilot by 200 people a month consistently• Advising, designing and making a content plan for The Goodbye Company• Advising, designing and making a content plan for College Park Bicycles</div></div> <div><div>YOCTO</div><div>November 2022 – December 2022 (Contract)</div><div>Content Marketing Specialist</div><div>Creating high-quality, SEO optimized content for email marketing agency, including:<ul style="list-style-type: none">• Developing a content strategy for the company with over 40 blog post ideas that include the key areas the company is about, keywords to rank for according to keyword difficulty, and target personas• Writing 3 SEO optimized case studies for company clients on WordPress• Writing 2 blog posts and developing them in WordPress• Determining the tone of voice for social media communication and developing a social media content strategy, as well as social media visual strategy</div></div> <div><div>Impact Foundation</div><div>May 2022 – September 2022 (part-time)</div><div>Communications Associate</div><div>Creating marketing communication, including:<ul style="list-style-type: none">• Social Media Marketing 3 times a week on Facebook, Instagram and LinkedIn• Designing Social Media Posts• Writing 15+ SEO Optimized Blog Posts• Website SEO Optimization• Email Marketing for an event with 90% open rate and 70% attendance• Communication with partners on the regular, 4 successful blog interviews</div></div>		

Education

Brainster April 2021 – February 2022

Digital Marketing Academy

Creating a client project for each module of the curriculum, which are:

- Marketing Strategy for Daisy Family Rescue
- Social Media/Branding for Salary Website
- Digital PR Strategy for University Student Assembly (UKIM)
- Google Ads Campaign for UX/UI Academy at Brainster
- Landing Page Creation for Co-Innovation and Hiring Team at Brainster
- Social Media Marketing and Advertising for Mitra

GPA 180/182

American University of Europe – FON Fall 2020 – Summer 2024 (Expected)

Bachelor's Degree, Marketing

- Managing Marketing Logistics In An Organization – Academic Paper
- Skimming As A Pricing Strategy – Academic Paper
- Designing Homemade, Vegan Products – Research Paper
- Effects of Marketing Strategy on Company Financial Performance – Academic Paper
- Designing Channels and Networks of Value – Academic Paper

GPA: 9.6/10

Volunteering

Disseminator January 2018 – December 2019

Red Cross in Action – Promotion of Human Values (RCA-PHV) – Kocani

Managing 30 young leaders in 5 groups through implementing service projects and events. Oversaw 10 successful projects and dedicated 200+ hours in giving back to the community. Tasked with motivating, educating and advising young leaders and overseeing the creation of detailed project reports for Red Cross North Macedonia.

Advisory Mentor January 2018 – June 2019

Joint Girls Leading Our World and Young Men's Leadership Project Club – Kocani

GLOW & YMLP Clubs are leadership clubs that host extra-curricular activities for high-school students.

Responsible for guiding leaders of the club, helping with the organizing of bi-monthly educational meetings and evaluating the success. Clubs focus on topics such as: first-aid, mental health, leadership, civic responsibility, etc.

Helping organize a service project that decorated rooms in a local kindergarten. Dedicating 80 hours of voluntary service to shaping future leaders.

Tools and Technologies

- | | | |
|------------------------|--------------------|---------------------|
| • MailChimp | • Google Workspace | • Ahrefs |
| • MailerLite | • Google Ads | • Frase |
| • Facebook Ads Manager | • Elementor | • Grammarly |
| • Google Analytics | • Canva | • Adobe Illustrator |

Courses and Certifications

- Digital Marketing Academy – Brainster
- Sales Enablement – HubSpot Academy
- LinkedIn Marketing for Business – HubSpot Academy
- Advanced Google Analytics – Google Analytics Academy
- Typography 01 – TheFutur