



Hristina Karagjirova

- **Personal details:**

- date of birth: 3.4.1997
- place of birth: Ohrid, Republic of Macedonia
- adress: "Blagoj Gjorev, 44-1/5", Veles, Republic of Macedonia
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- **Professional experience:**

- LiveDOOH SignKick – Customer Success Team - Advertising Operations Specialist (October 2021 – present)
- DRÄXLMAIER Group - Corporate Communication department – Technical Assistant of the Plant management (January 2021 – September 2021)
- DRÄXLMAIER Group – Production Operator (2019 – 2020)
- retail sector – salesperson (2017 – 2019)

- **Education and training:**

Formal education

- **2019 - 2020** University "Ss. Cyril and Methodius",
Faculty of Law "Iustinianus Primus", Skopje, Republic of Macedonia
Master's studies in Corporate Communication
Bachelor of Science in Public Relations – Corporate Communication (240 ECTS - GPA 9,9)
- **2016 - 2019** University "Ss. Cyril and Methodius",
Faculty of Law "Iustinianus Primus", Skopje, Republic of Macedonia
Public Relations studies
Bachelor of Arts in Public Relations (180 ECTS - GPA 9,6)
- **2012 - 2016** Gymnasium "Kocho Racin", Veles, Republic of Macedonia

More significant projects

- participation in the First international forum for the initiative "One belt - one road", 25.4.2018, Skopje, Republic of Macedonia
- participation in the project "Media educated student" organized by the School of Journalism and Public Relations, supported by the EU and the Institute of media diversity from London, 12.2017, Skopje, Republic of Macedonia

More significant trainings and seminars

- Introduction to Digital Marketing, Creative Hub Macedonia, February 2022
- Skopje Marketing Summit, Kliker Marketing, 20.5.2021
- Web-design Webinar, SourceMX Academy, 15.5.2021
- Google Ads Masterclass, LeanSEM, April-May 2021

- **Personal skills:**

- **native language:** Macedonian

- **foreign languages:**

- English (understanding C1 - speaking C1)

- Spanish (understanding C1 - speaking B2)

- Portuguese (understanding B2 - speaking B1)

- Italian (understanding A2 - speaking A1)

- German (understanding A2 - speaking A1)

- Chinese (understanding A2 – speaking A1)

- Korean (understanding A1 – speaking A1)

- **computer skills:** excellent knowledge in the MS Office tools (Word, PowerPoint, Excel, Outlook, Teams), social media platforms (Facebook, Instagram, Twitter, Pinterest etc.), SharePoint, Typo3 CMS, Grassfish CMS, Jira service desk, email platforms, Internet browsing, Adobe PremierePro, Photoshop Lightroom, Photoshop Express etc.

- **soft skills:** interpersonal and intrapersonal communication skills, organizational and analytical skills, individual and teamwork skills, project management skills, motivation, willingness to learn, work ethic skills, capability to work under pressure, active listening, adaptability, attention to detail, creativity etc.

- **hard skills:** education and experience in the field of communications, public relations and marketing; experience in content writing, website and social media maintenance; education in management, human resources, finance etc.; business communication-written and verbal, creative and academic writing, critical reading; foreign languages; effective communication with customers etc.