

Iva Cvetanovska

Business Development, Marketing & Sales Strategist

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EDUCATION

LLB Bachelor of Law

SKILLS

Resourceful
Proactive
Communication
Facilitating
Team Leadership
Partner Relationship
Project Management
Agile Methodologies
Documentation
Process Creation
Marketing Strategy
Market Research

TOOLS

Microsoft Office
Google Workspace
Google Analytics
WordPress
Mailchimp
ClickUp
Metricool
HotJar
UTM management
HubSpot
Klaviyo
Salesforce
Pardot
Microsoft Dynamics
CRM

LANGUAGES

Macedonian - Native;

SUMMARY

I am a results-oriented self-starter, thriving in dynamic and fast-paced environments. With a meticulous eye for detail and exceptional organizational skills, I excel in creating creative solutions to challenges while keeping a strategic focus on the broader objectives. My determination and methodical approach consistently lead to successful outcomes.

EXPERIENCE

Freelance Content Creator & Strategist

Self-Employed | July 2020 - Present

- Collaborate with various clients to develop **customized strategies**.
- Manage **social media accounts** and schedule posts to maintain a consistent online presence.
- Monitor **trends and insights** to stay ahead of the curve in content creation and marketing strategies.
- Analyze data to **improve results** and enhance outcomes.
- Creating **third party marketing** strategies.
- Implemented **SEO practices** for enhanced online discoverability.
- Developed and maintained **content calendars** for timely delivery.
- Conducted regular **content audits** for continuous improvement.
- Collaborated with clients to align strategies with **business goals**.
- Implemented **email marketing** campaigns to engage target audiences.
- Analyzed **email campaign performance** and optimized strategies for maximum effectiveness.

Business Development Specialist

Solutionade | December 2023 - Present

- Conduct **market research and lead generation** to identify new business opportunities.
- Track and manage all **client communications** and data in internal systems.
- Build and maintain **strong relationships** with existing clients, identifying upselling and cross-selling opportunities.
- Execute strategic account plans to **achieve sales targets** and revenue growth.

Serbian - Native;
English - Professional
level;
German -
Conversational level.

REFERENCES

Provided upon
request

- Collaborate with internal teams to **align business development** efforts with company objectives.
- Deliver **compelling sales presentations and proposals** to potential clients, addressing their requirements.
- **Negotiate and close deals**, ensuring profitability and customer satisfaction.
- **Managed end-to-end project lifecycles**, including planning, execution, and monitoring, to ensure timely delivery and adherence to budgetary constraints.
- Developed **comprehensive project proposals, work plans, and budgets**, and communicated project status updates to stakeholders regularly to ensure alignment with project goals and objectives.
- Developed and implemented strategies to **optimize resource allocation** and maximize productivity.
- Implemented **performance metrics and KPIs** to track and measure operational efficiency.
- Overseeing **operational aspects** of the business and ensuring smooth day-to-day operations.

Product Owner / Business Development

Keitaro | May 2022 - December 2023

- Product Owner for Keitaro Training.
- **Market analysis** and trend identification.
- **Client relationship** management.
- **Strategic planning** and execution.
- **Contract negotiation** and management.
- Team leadership and **collaboration**.
- Data-driven **decision-making**.
- Developed and implemented **content strategies** to align with marketing and business goals.
- **Supporting the Sales Manager** in strategic planning and execution.
- **Created and documented sales processes**, procedures, and reports to enhance operational efficiency and effectiveness.
- **Collaborated with the COO to optimize resource allocation** and streamline sales operations, ensuring smooth day-to-day functioning of the sales department.

Program coordinator, Project Manager

Youth Educational Forum | October 2019 - May 2022

- Managed end-to-end project lifecycles, from inception to completion.
- Developed project proposals, work plans, budgets, and reports.
- Monitored budgets, project teams, and member performance.
- Maintained close communication with stakeholders and management.
- Resolved project issues efficiently.
- Oversaw administrative tasks, including contracts, invoices, and memos.

Street law Program coordinator

- Managed a network of 20+ youth trainers and oversaw 300+ high-school students annually.
- Cultivated lasting relationships with public and private schools countywide.
- Conducted coordinative meetings to align the program with formal education needs.
- Developed youth club programs, including curriculum design and extra activities.
- Led a legal support service for young individuals.

Key Projects:

UNICEF - Engineering tools for youth justice

- Creating the first ever Youth advocates process where over 90 youngsters with different backgrounds and education, as well as children at risk and in contact with the law are included in reform processes of laws and public policies that directly affect their lives.
- Established communication channels with public schools to engage students in the project.
- Organized and led 2 live training camps for over 180 high-school students including children in risk, and children in correctional facilities.

World Health Organization (WHO) - Youth and COVID 19

- Organized and led 6 trainings where over 10.000 youngsters were educated about the risks and effects of the pandemic.
- Created an extensive social media campaign that reached over 50.000 people.
- Created a mental health support button for people from age 12 to 30.
- Created desk analysis, flyers, posters, infographics, videos and social media designs for promotion of awareness and combating false news while targeting youth.

US Embassy

- Created a plan with experts and stakeholders to determine the gap left by formal education for practical skills and applied knowledge.
- Created a program that will fight one of the key reasons for the exodus of young people - unemployment.
- Testing the program with over 60 highschool students from 3 different cities.
- Working with the American chamber of commerce, North Macedonia chamber of commerce, Ministry of Education, vocational schools, business sector representatives and the municipality representatives to determine current needs and directions for building in-need skills.
- Providing expert lecturers local and international, including Harvard alumni, Merrill Lynch employees, Boston University professors.

Westminster Foundation for Democracy

Youth trainer for children with disabilities | Ongoing

- Responsible for 2 youth clubs with over 20 trainings
- Preparing tailor made lecture plans and delivering the lectures to the children in a way compatible to their level of understanding
- Supporting children to create and execute youth actions that are in compliance with the lessons learned

Team Supervisor

UNICEF. MICS project | September 2018 - May 2019

- Lead a team of 6 interviewers to conduct the Multi Indicator Cluster Research.
- Organizing and planning the work flow, assigning and managing the team.
- Reporting and analyzing the gathered information.